



LEGAL PROTECTION AGAINST ECOLABELING MISUSE FOR SUSTAINABLE DEVELOPMENT GOALS: INDONESIA–UNITED STATES COMPARISON

Shuandy¹, Dedi Harianto², Robert³

^{1,2,3} Ilmu Hukum, Fakultas Hukum, Universitas Sumatera Utara, Medan, Indonesia
Email: ¹shuandytan1206@gmail.com, ²dedifhusu@yahoo.co.id, ³robsulai12@gmail.com

Abstract

Greenwashing is a practice that emerges alongside with the development of public environmental awareness and constitutes abuse of eco-labeling through green marketing activities to gain profit while claiming to contribute to the achievement of the SDGs. But in reality it mislead consumers and pollute the environment thereby hindering its achievement. This study aims to examine the legal regulations of the misuse of ecolabeling in Indonesia in the context of achieving the SDGs; the legal liability of business actors toward consumers arising from the misuse of ecolabeling; and the comparative legal protection available to consumers in Indonesia and the United States against the misuse of ecolabeling. This research employs a normative juridical research method, focusing on legal norms carried out by means of literature studies to obtain secondary data consisting of primary, secondary, and tertiary legal materials, this research has a descriptive nature and uses statutory and conceptual approach. The Data were collected through document and literature studies. While qualitative analysis with deductive methods used in drawing conclusions. The findings reveal that the misuse of ecolabeling through greenwashing constitutes an unlawful act that harms consumers and the environment, thereby a clearer legal and effective enforcement is required. In Indonesia, business actors may be held liable through compensation claims brought by consumers, Consumer Protection NGOs (LPKSM), or qualified environmental organizations. A comparative analysis based on Lawrence M. Friedman's legal system theory demonstrates that the United States provides a more comprehensive legal framework through the Federal Trade Commission's Green Guides and the Federal Trade Commission's enforcement authority against deceptive environmental marketing claims. These findings may serve as a reference for strengthening Indonesia's legal framework to enhance consumer protection and support the achievement of the SDGs.

Keywords : Legal Protection; Consumer; Abuse; Ecolabeling; Sustainable; United States

Abstrak

Praktik greenwashing adalah suatu praktik yang muncul seiring dengan berkembangnya kesadaran masyarakat terhadap lingkungan dan merupakan bentuk penyalahgunaan eco-labeling melalui kegiatan green marketing untuk mencari keuntungan sekaligus sebagai upaya kontribusi terhadap pencapaian Sustainable Development Goals sehingga menyesatkan konsumen dan mencemari lingkungan sehingga dapat menghambat tercapainya Sustainable Development Goals. Adapun rumusan masalah yang terdapat dalam skripsi ini yaitu Bagaimana pengaturan hukum terhadap penyalahgunaan ecolabeling di Indonesia dalam rangka pencapaian Sustainable Development Goals; Bagaimana pertanggungjawaban hukum pelaku usaha terhadap konsumen akibat penyalahgunaan ecolabeling; Bagaimana perbandingan perlindungan hukum terhadap konsumen akibat penyalahgunaan ecolabeling di Indonesia dan di Amerika Serikat dalam rangka pencapaian SDGs. Metode yang digunakan dalam penulisan skripsi ini adalah metode penelitian yuridis normatif dengan, yaitu metode yang mengacu pada norma-norma hukum yang dilakukan dengan cara studi kepustakaan guna memperoleh data sekunder berupa bahan hukum primer, sekunder, dan tersier yang berkaitan dengan permasalahan yang diteliti, penelitian ini memiliki sifat deskriptif serta dengan pendekatan perundang – undangan dan konseptual. Adapun teknik

pengumpulan data yang digunakan adalah berupa studi kepustakaan serta alat pengumpulan data berupa studi dokumen. Analisa data menggunakan analisa kualitatif dengan menggunakan metode deduktif dalam menarik kesimpulan. Hasil penelitian menemukan bahwa penyalahgunaan ecolabeling sebagai greenwashing merupakan perbuatan melawan hukum yang merugikan konsumen dan lingkungan sehingga diperlukan pengaturan terhadap hal tersebut. Pertanggungjawaban pelaku usaha dapat berupa ganti rugi melalui gugatan legal standing yang diajukan melalui LPKSM maupun Organisasi Lingkungan Hidup yang memenuhi syarat. Melalui perbandingan hukum antara Indonesia dan Amerika Serikat yang ditinjau melalui perspektif teori sistem hukum Lawrence M. Friedman dapat dilihat bahwa Amerika Serikat memiliki Green guides sebagai panduan khusus yang mencegah penyalahgunaan ecolabeling dan lembaga Federal Trade Commission yang berwenang mengambil tindakan tegas kepada pelaku penyalahgunaan ecolabeling sehingga hal ini dapat dijadikan sebagai gambaran bagi Indonesia untuk menangani penyalahgunaan ecolabeling.

Kata Kunci: Perlindungan Hukum; Konsumen; Penyalahgunaan; Ecolabeling; Sustainable

I. Introduction

Increased industrial activity, mass consumption, and global economic growth have put significant pressure on the environment. This condition encourages the United Nations (UN) to set the Sustainable Development Goals (SDGs) as a global development agenda that emphasizes a balance between economic, social, and environmental aspects.¹ In supporting the achievement of the SDGs especially SDG 12 : Responsible Consumption and Production, business actors are encouraged to implement sustainable business practices, one of which is through the provision of environmentally friendly products. This is a form of Corporate Social Responsibility carried out by the company in order to achieve sustainable development where businesses voluntarily consider environmental, social, and economic issues in their business strategy.²

In companies or the business world, the concept of Corporate Social Responsibility is known as a company's commitment to participate in sustainable economic development by paying attention to corporate social responsibility which focuses on a balance between attention to economic, social and environmental aspects.³ This commitment can be realized in the inclusion and use of ecolabels. Ecolabeling plays an important role in protecting consumers from products that damage the environment and can increase the competitiveness of environmentally friendly products.⁴ However, along with the development of ecolabeling, a phenomenon of practices that abuse the use of ecolabels has emerged, which can be called the practice of greenwashing.

The presence of greenwashing practices is a violation of business ethics because it makes false claims on their products and is so that companies that carry out

¹ Bintang Masnola Capah, Hadiyanto Abdul Rachim, and Santoso Tri Raharjo, "Implementasi SDG's-12 Melalui Pengembangan Komunitas Dalam Program CSR", *Social Work Journal* 13, no. 1 (2023), Hal. 150

² Meilanny Budiarti Santoso and Santoso Tri Raharjo, "Diskursus Corporate Social Responsibility (CSR) Dalam Mewujudkan Sustainable Development Goals (SDGs)", *Social Work Journal* 11, no. 2 (2022), Hal. 106

³ Azizul Kholis, *Corporate Social Responsibility : Konsep dan Implementasi*, (Medan : Economic and Business Publishing, 2020), Hal. 4

⁴ Deviana Yuanitasari, Hazar Kusmayanti, and Agus Suwandono, "Consumer Protection Against False Ecolabel Claims: A Legal Analysis in Indonesia", *Jurnal Poros Hukum Padjadjaran* 6, no.1 (2024), Hal. 32

greenwashing are companies that fail to carry out Corporate Social Responsibility.⁵ This will also affect the company's reputation because the company's failure to fulfill its social responsibility can damage its reputation and negatively impact the company's long-term performance. In addition, failure to meet people's expectations of social responsibility, the negative impact can be very significant. Consumers may lose trust and switch to other companies, investors will also withdraw their capital, and employees feel uncomfortable or even resign from the company.⁶

Greenwashing practices are practices used by corporations to emphasize their allegedly eco-friendly initiatives and convince consumers of the benefits of their products for the environment. This strategy aims to foster a favorable perception among consumers, thereby generating an impactful impact on their purchasing decisions.⁷ The practice of greenwashing has been widely carried out by companies globally through the implementation of green marketing strategies by involving promotions that use environmental labels / claims such as "green", "eco", "eco-friendly", and "sustainable".⁸

In Indonesia, there is no specific guideline that specifically regulates greenwashing. However, in the context of the abuse of eco-labeling that is detrimental to consumers, it can be seen to Law No. 8 of 1999 concerning Consumer Protection, because it violates the consumer's right to true, clear, and honest information about the condition and guarantee of goods and/or services (Article 4 letter c of the UUPK).⁹ Meanwhile, business actors have the obligation to provide true, clear, and honest information about the condition and warranty of goods and/or services as well as provide an explanation of use, repair, and maintenance (Article 7 of the UUPK).¹⁰ In practice, business actors who carry out greenwashing take advantage of consumer trust in ecolabels to increase sales even though their products do not meet the promised environmental standards and can be detrimental to consumers and environmental conservation efforts.

In the context of environmental protection and the inclusion of ecolabels, referring to Law No. 32 of 2009 concerning Environmental Protection and Management (UUPPLH), and Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.5/Menlhk/Setjen/Kum.1/2/2019 concerning Procedures for the Implementation of Environmentally Friendly Labels for the Procurement of Environmentally Friendly Goods and Services and Regulation of the Minister of Environment Number 2 of 2014 concerning the Enumeration of Ecolabel Logos.

This is different from other countries such as the United States as the first country to introduce the practice of greenwashing, which was in 1986 by Jay Westerveld, an environmentalist from the United States.¹¹ The United States specifically sets guidelines to prevent greenwashing, namely Section 5 of the Federal Trade Commission Act and

⁵ Belia Putri Prameswari, Jordy Lunardy, and Sherly Ayli Lias, "Studi Kasus Greenwashing Perfetti Van Melle dari Sudut Pandang Etika Bisnis", *Jurnal Ilmiah Wahana Pendidikan* 10, no.14 (2024), Hal. 336

⁶ Linayul Uyun, Sri Eka Noviyanti, and Dona Primasari, "Peran CSR terhadap Keberlangsungan Perusahaan", *Jurnal Ekonomi Manajemen dan Sosial* 7, no. 2 (2024), Hal. 42

⁷ Raynold Sebastian Hasiholan Gultom and Muthia Sakti, "Praktik Greenwashing: Perlindungan Hukum Dan Tanggung Jawab Korporasi Ditinjau Dari Hukum Indonesia", *Jurnal Interpretasi Hukum* 4, no. 3 (2023), Hal. 627

⁸ *Ibid.*

⁹ Undang – Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Pasal 4 huruf c UUPK

¹⁰ Undang – Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Pasal 7 UUPK

¹¹ Deena Robinson, "Penjelasan: Apa itu Greenwashing dan Bagaimana Menghindarinya ?", <https://earth.org/what-is-greenwashing/>, diakses pada 15 Januari 2025

Part 260 – Guides For The Use Of Environmental Marketing Claims (Green Guides) by the Federal Trade Commission Code of Federal Regulation Title 16 Commercial Practices Chapter I Federal Trade Commission Sub Chapter B Guides and Trade Practice Rules .

The practice of greenwashing through the use of environmental claims has also emerged in Indonesia, particularly in the bottled drinking water (Air Minum Dalam Kemasan/AMDK) industry, where environmental claims relating to plastic packaging and waste reduction are increasingly used in product labeling and marketing. Although there has been limited publicly documented litigation or enforcement concerning the misuse of ecolabeling compared with the United States, the absence of specific legal guidelines and verification mechanisms creates the potential for misleading environmental claims. As sustainability initiatives and environmental marketing continue to develop, this regulatory gap demonstrates the urgency of establishing clear legal standards to prevent the misuse of ecolabeling as a form of greenwashing. The problems that will be discussed are as follows:

1. What is the legal regulation of the abuse of ecolabeling in Indonesia in order to achieve the Sustainable Development Goals (SDG) 12 : Responsible Consumption and Production ?
2. What is the legal liability of business actors to consumers due to the misuse of ecolabeling?
3. How does legal protection for consumers compare due to the abuse of ecolabeling in Indonesia and in the United States in order to achieve the Sustainable Development Goals (SDG) 12 : Responsible Consumption and Production ?

II. Methods

This research is a normative juridical research, namely legal research that aims to examine positive legal norms that govern consumer protection due to the abuse of ecolabeling as a greenwashing practice in the context of achieving the Sustainable Development Goals (SDGs). Normative juridical research was chosen because the focus of the study lies in the analysis of laws and regulations, legal doctrines, and legal concepts that are relevant to the problem being studied.¹²

The approaches used in this study include a statutory approach and a conceptual approach. The legislative approach is carried out by examining various regulations related to consumer protection, environmental management and protection, as well as ecolabeling regulations in Indonesia and the United States. Meanwhile, a conceptual approach is used to understand the concepts of ecolabeling, greenwashing, consumer protection, and sustainable development based on the views of experts and legal doctrine.¹³

The type of data used in this study is secondary data, which consists of primary legal material, secondary legal material, and tertiary legal material. Primary legal materials include relevant national and international laws and regulations, including the Consumer Protection Act, the Environmental Protection and Management Act, as well as

¹² Sukiati, *Metode Penelitian Sebuah Pengantar*, (Medan : CV. Manhaji, 2016), Hal. 9

¹³ Nurul Qamar, *et.al.*, *Metode Penelitian Hukum (Legal Research Methods)*, (Makassar : CV. Social Politic Genius (SIGn), 2017), Hal. 8

the Federal Trade Commission Act and Green Guides in the United States. Secondary legal materials are in the form of legal textbooks, scientific journals, scientific articles, and the results of previous research related to greenwashing and ecolabeling. The tertiary legal materials include legal dictionaries and encyclopedias.¹⁴

The data collection technique is carried out through library research by tracing, inventorying, and reviewing legal materials relevant to the research problem. All legal materials obtained are then selected and arranged systematically to facilitate the analysis process.¹⁵

Data analysis is carried out qualitatively, namely by interpreting and reviewing legal materials based on the substance of relevant norms, legal principles, and legal theories. The reasoning method used is deductive, which is to draw conclusions from general legal norms to answer specific legal problems, especially related to the liability of business actors and consumer protection due to the misuse of ecolabeling.¹⁶

III. Analysis and Discussion

1. Legal Regulation on the Misuse of Ecolabeling as a Greenwashing Practice in the Context of Achieving Sustainable Development Goals (SDGs)

The abuse of Ecolabeling is a form of greenwashing practice that is widely used by business actors in marketing strategies for environmentally friendly products. Ecolabels, which are supposed to function as a means of communication and objective information to consumers, are often used by providing misleading environmental information and claims because they are not supported by clear standards or certifications.¹⁷

Conceptually, according to the United Nations, greenwashing is "a practice carried out through deceptive marketing and false claims about sustainability, and misleads consumers, investors, and society, and hinders the trust, ambition, and actions necessary to bring about global change and secure a sustainable planet."¹⁸ So in this case, the misuse of ecolabeling as a means of communication and misleading information can be said to be a greenwashing practice.

However, there are no rules that explicitly regulate greenwashing. The absence of regulations governing greenwashing can create a grey area regarding when the use of ecolabeling can be said to be a misleading greenwashing practice and can be one of the challenges in law enforcement because there are no clear legal limits regarding what practices are included in the practice of greenwashing. However, through a conceptual

¹⁴ Muhammad Syahrur, *Pengantar Metode Penelitian Hukum : Kajian Penelitian Normatif, Empiris, Penulisan Proposal, Laporan Skripsi Dan Tesis*, (Riau : DOT Publisher, 2022), Hal. 3

¹⁵ Muhaimin, *Metode Penelitian Hukum*, (NTB : Mataram University Press, 2020), Hal. 63

¹⁶ Wiwik Sri Widiarty, *Buku Ajar Metode Penelitian Hukum*, (Yogyakarta : Publika Global Media, 2024), Hal. 136

¹⁷ Ana Shofwatun Hasanah, Aniek Hindrayani, and Leny Noviani, "Pengaruh Sikap dan Ekolabel Terhadap Keputusan Pembelian Air Mineral Kemasan Berekolabel", *Jurnal BISE: Jurnal Pendidikan Bisnis dan Ekonomi* 9, no.2, (2023), Hal. 137

¹⁸ United Nation, "Greenwashing – The Deceptive Tactics Behind Environmental Claims", <https://www.un.org/en/climatechange/science/climateissues/greenwashing#:~:text=Through%20deceptive%20marketing%20and%20false,and%20secure%20a%20sustainable%20planet.>, diakses pada tanggal 19 Maret 2025

approach, it is hoped that it can bridge the gap in greenwashing regulation by building a conceptual basis for the misuse of ecolabeling as a misleading greenwashing practice because it contains elements of environmental claims that are inappropriate and misleading so that it has the potential to deceive consumers.

The misuse of ecolabeling as a greenwashing practice is an unlawful act as contained in Article 1365 of the Civil Code, the practice of greenwashing fulfills the elements of unlawful acts, namely:

- a. The existence of an act, namely the inclusion of misleading ecolabeling in products and product advertisements;
- b. These acts are unlawful acts, namely the practice of greenwashing in violation of written legal norms such as the UUPK;
- c. There must be an error, namely an error made by business actors, either intentionally or intentionally or negligently in including unfounded money claims;
- d. There must be losses caused, namely consumers experience material losses, namely in the funds spent by consumers when buying products and immaterial losses in the form of disappointment and impact on consumer health and safety.¹⁹

However, in the regulation, there is no regulation that comprehensively covers the misuse of ecolabeling as a greenwashing practice because the act is not only concerned with consumer protection but also environmental protection. Therefore, there is a need for harmonization of rules where there is an integration of consumer protection rules and environmental restoration. This means that in addition to paying attention to consumer rights, it is also necessary to restore the damaged environment due to the negative impact of the misuse of ecolabeling.

2. Liability of Business Actors Due to Abuse of Ecolabeling

Based on the UUPK, the abuse of ecolabeling is a violation of consumer rights as contained in Article 4 letter c regarding the right to true, clear, and honest information about the condition and warranty of goods and/or services.²⁰ The articles that provide prohibitions for business actors in the UUPK are also in line with the company's CSR goals by ensuring that companies cannot mistakenly market their products as environmentally friendly products. These legal provisions were created to protect consumers and ensure fair competition by holding companies accountable for dishonest practices.²¹

If the misuse of ecolabeling causes losses that threaten the health and safety of consumers, then according to Article 62 paragraph (3) of the Consumer Protection Law which states "business actors who commit violations that result in severe consumer losses, such as death, serious illness, permanent disability, or lifelong disability, then these business actors can be subject to criminal sanctions in accordance with the provisions in the Criminal Code (Criminal Code)."²²

In Article 19 paragraph (1) of the UUPK which states that "Business actors are responsible for providing compensation for damage, pollution, and/or losses to consumers due to consuming goods and/or services produced or traded".²³ This means that based on

¹⁹ Hasanah, *Op.cit.*, Hal. 66

²⁰ Undang – Undang Nomor 8 tahun 1999 tentang Perlindungan Konsumen Pasal 4 huruf c

²¹ Caecilia Patrice Yonandi and Gunardi Lie, "Greenwashing in Indonesia: Deceptive Claims and Corporate Social Responsibility (CSR)", *Jurnal Ilmiah Wahana Pendidikan* 11 no. 2, (2025), Hal. 112

²² Undang – Undang Nomor 8 tahun 1999 tentang Perlindungan Konsumen Pasal 62 ayat (3) UUPK

²³ Undang – Undang Nomor 8 tahun 1999 tentang Perlindungan Konsumen Pasal 19 ayat (1)

this article, business actors are responsible for providing compensation in the form of health care and compensation as contained in Article 19 paragraph (2) of the UUPK if the product consumed by consumers directly harms consumers, for example in cases that threaten the health and safety of consumers.

In addition, the abuse of ecolabeling can also be in the form of damage to the environment in the form of stopping activities or using misleading labels and can also ask business actors to be responsible in managing products in accordance with what is promised through a legal standing lawsuit filed through LPKSM as contained in Article 46 paragraph (1) letter c of the UUPK which states that:

"Lawsuits for violations by business actors can be filed by the Non-Governmental Consumer Protection Agency which is a legal entity or foundation, which in its articles of association expressly states that the purpose of establishing the organization is for the benefit of consumer protection and has carried out activities in accordance with its articles of association."²⁴

Based on the UUPPLH, Article 68 of the UUPPLH provides obligations for business actors in the form of:

- a. Provide information related to the protection and management of the environment in a correct, accurate, open, and timely manner;
- b. Maintaining the sustainability of environmental functions;
- c. Comply with the provisions on environmental quality standards and/or environmental damage standards.²⁵

The misuse of ecolabeling is a violation of the obligations of business actors by providing misleading information so that it can potentially damage the environment. In Law Number 32 of 2009 concerning Environmental Protection and Management (UUPPLH), strict liability applies for B3 waste which is regulated in Article 88 which states that "Every person whose actions, business, and/or activities use B3, produce and/or manage B3 waste, and/or who pose a serious threat to the environment is absolutely responsible for losses that occur unnecessarily proof of the element of error."²⁶

In the doctrine of strict liability, the most important factor lies in the burden of proof where the burden of proof should be given to the party who has the greatest ability to provide evidence about a matter related to damage or environmental pollution by industrial activities, vandalism or pollutants, in this case corporations that have greater ability to provide evidence.²⁷ This is similar to the principle of EPR (Extended Producer Responsibilities) contained in Law Number 18 of 2008 concerning Waste Management which states that producers, namely business actors, are obliged to be responsible for the entire life cycle of packaging and manage packaging that cannot be decomposed.²⁸

²⁴ Undang – Undang Nomor 8 tahun 1999 tentang Perlindungan Konsumen Pasal 46 ayat (1) huruf c

²⁵ Undang – Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup Pasal 68 UUPPLH

²⁶ Undang – Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup Pasal 88 UUPPLH

²⁷ Suriansyah, *et.al.*, "Asas Strict Liability Dalam Penyelesaian Sengketa Lingkungan Hidup oleh Korporasi", *Jurnal Ilmu Pengetahuan Naratif* 6 no. 2, (2025), Hal. 237

²⁸ Circular materials, "What is Extended Producer Responsibility ?", <https://www.circularmaterials.ca/what-is-epr/#:~:text=EPR%20merupakan%20hal%20yang%20fundamental,untuk%20meningkatkan%20tingkat%20daur%20ulang., diakses pada tanggal 3 Oktober 2025>

In addition, there is also liability based on fault which means that polluters are civilly liable by providing compensation due to adverse activities. Article 87 of the UUPPLH also regulates the polluter pays principle (polluter pays principle) where polluters in addition to being required to pay compensation, polluters and/or environmental destroyers can also be burdened to take certain legal actions, such as orders to:

- a. Installing or repairing waste treatment units so that waste is in accordance with the specified environmental quality standards;
- b. Restoring environmental functions; and/or
- c. Eliminate or destroy the cause of pollution and/or environmental destruction.²⁹

In certain cases, the abuse of ecolabeling as a greenwashing practice only provides losses in the form of disappointment by consumers and has a greater impact on the environment, so business actors can be held accountable through legal standing lawsuits to environmental organizations that are legal entities that are limited to demands to take certain actions without any claim for compensation, except for costs or real expenses, this is stated in Article 92 paragraphs (2) and (3) of the UUPPLH.³⁰

Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.5/Menlhk/Setjen/Kum.1/2/2019 concerning Procedures for the Implementation of Environmentally Friendly Labels for the Procurement of Environmentally Friendly Goods and Services states that the parties regulated in the implementation of environmentally friendly labels and the procurement of environmentally friendly goods and services as contained in Article 2 are:

- a. Any person who produces and/or imports goods and services, which are traded within the territory of the Unitary State of the Republic of Indonesia.
- b. Ministries/institutions/work units of regional apparatus/institutions.³¹

The liability of business actors based on the Regulation of the Minister of Environment Number 2 of 2014 concerning the Inclusion of the Ecolabel Logo Article 10 states that "the public can complain that is categorized as a violation of the regulations to the Minister if they know of the abuse of the inclusion of the Ecolabel Logo."³² If it is proven that there has been a violation, according to Article 11 it is stated that "business actors are subject to sanctions in the form of a reprimand to revoke the inclusion of the ecolabel logo."³³

The two regulations do not directly regulate the liability of business actors to consumers in the event of losses due to the misuse of ecolabeling, but a means of complaint is provided for the public if they know of the misuse of ecolabel logos /

²⁹ Harsanto Nursadi, *Laporan Akhir Timpengkajian Hukum tentang Implementasi Prinsip Pencemar Membayar Menurut Undang-Undang Nomor 32 Tahun 2014 Tentang Kelautan*, (Jakarta : Badan Pembinaan Hukum Nasional Kementerian Hukum dan HAM RI, 2015), Hal. 11

³⁰ Undang – Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup Pasal 92 ayat (2) dan (3) UUPPLH

³¹ Peraturan Menteri Lingkungan Hidup dan Kehutanan RI Nomor P.5/Menlhk/Setjen/Kum.1/2/2019 tentang Tata cara Penerapan Label Ramah Lingkungan Hidup untuk Pengadaan Barang dan Jasa Ramah Lingkungan Hidup Pasal 2

³² Peraturan Menteri Lingkungan Hidup dan Kehutanan RI Nomor P.5/Menlhk/Setjen/Kum.1/2/2019 tentang Tata cara Penerapan Label Ramah Lingkungan Hidup untuk Pengadaan Barang dan Jasa Ramah Lingkungan Hidup Pasal 10

³³ Peraturan Menteri Lingkungan Hidup dan Kehutanan RI Nomor P.5/Menlhk/Setjen/Kum.1/2/2019 tentang Tata cara Penerapan Label Ramah Lingkungan Hidup untuk Pengadaan Barang dan Jasa Ramah Lingkungan Hidup Pasal 11

environmentally friendly labels.³⁴ The regulated use of eco-labeling is also still voluntary, meaning that business actors are not required to use ecolabel logos and the sanctions given are also not proportional to the impact that may arise from the misuse of ecolabel logos that have an impact on the environment and harm consumers.

3. Comparative Law Between Indonesia and the United States in Dealing with the Abuse of Ecolabeling in the Perspective of Lawrence M. Friedman's Legal System Theory

The misuse of ecolabeling is a problem experienced by countries in the world. In the United States itself, the origin of the term came into existence and then entered Indonesia along with the growth of public awareness and concern for the environment. Business actors/companies respond to these opportunities as countries in the world participate in the realization of the Sustainable Development Goals by carrying out Green branding and Green marketing which are abused and end up with greenwashing practices that are detrimental to consumers and the environment.

To compare the rule of law in Indonesia and in the United States, it is possible to refer to the theory of Lawrence M. Friedman who states that the effectiveness and success of law enforcement depends on three elements of the legal system, namely:

- a. Legal structure is "an institution/organization and institution created by the legal system and has responsibilities in law enforcement. This includes the judicial system, the police, and other law enforcement agencies. This structure determines how law enforcement is conducted, including the procedures, powers, and authority possessed by those institutions."³⁵
- b. Legal substance is "rules, norms, and patterns of real human behavior in the legal system in the form of applicable laws and regulations that have binding power and become guidelines for law enforcement officials".³⁶
- c. Legal culture is "the general culture, habits, opinions, ways of working and thinking that bind society that affect the work of the law. Friedman views that of the three components, legal culture is the most important component".³⁷

Table 1. Comparison of Consumer Protection against Abuse of Ecolabeling in the Perspective of Legal System Theory Lawrence M. Friedman

NO	Aspects	Indonesia	United States
1.	Legal Substance	Law Number 8 of 1999 concerning Consumer Protection	Federal Trade Commission Act

³⁴ Wafia Silvi Dhesinta Rini and Heru Saputra Lumban Gaol, "Keberlanjutan Penataan Label Ramah Lingkungan dalam Mendukung Konsumsi dan Produksi Berkelanjutan", *Jurnal Refleksi Hukum* 9, no. 1, (2024), Hal. 125

³⁵ Andi Kavenya Noorhaliza, *et.al.*, "Teori Penegakan Hukum Menurut Friedman Terkait Persoalan Penggunaan Narkotika Untuk Kepentingan Medis Relevansi Dengan Pertimbangan Moral Dan Hukum", *Jurnal Nusantara : Jurnal Pendidikan, Seni, Sains, dan Sosial Humaniora* 1, no. 2, (2024), Hal. 7

³⁶ I Dewa Ayu Nyoman Utari Sastrani, *Implementasi Asimilasi terhadap Narapidana untuk Pencegahan dan Penanggulangan Penyebaran Covid-19 Di Lembaga Pemasyarakatan Narkotika Kelas IIA Bangli*, (Denpasar : Skripsi Fakultas Hukum Universitas Mahasaraswati Denpasar, 2023), Hal. 34

³⁷ CSA Teddy Lesmana, "Pokok-Pokok Pikiran Lawrence Meir Friedman; Sistem Hukum dalam Perspektif Ilmu Sosial", <https://nusaputra.ac.id/article/pokok-pokok-pikiran-lawrence-meir-friedman-sistem-hukum-dalam-perspektif-ilmu-sosial/>, diakses pada 5 September 2025

Legal Protection Against Ecolabeling Misuse For Sustainable Development Goals: Indonesia–
United States Comparison

		Law Number 32 of 2009 concerning Environmental Protection and Management Government Regulation No. 58 of 2001 concerning the Development and Supervision of the Implementation of Consumer Protection Regulation of the Minister of Trade of the Republic of Indonesia Number 69 of 2018 concerning Supervision of Circulating Goods and/or Services	Federal Trade Commission Green Guides Code of Federal Regulation United States Code Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA)
2.	Legal Structure	LPKSM (Non-Governmental Consumer Protection Agency), BPSK (Consumer Dispute Resolution Agency), BPKN (National Consumer Protection Agency) Directorate General of Consumer Protection and Trade Order under the Ministry of Trade of the Republic of Indonesia Ministry of Environment and Forestry together with Local Governments	FTC (Federal Trade Commission) Environmental Protection Agency (EPA)
3.	Legal Culture	The use of ecolabeling affects the purchase intention of Indonesian consumers, thus opening up opportunities for the misuse of ecolabeling due to the lack of public awareness of it. Indonesian consumers have awareness of the importance of environmentally friendly products because according to a survey from PwC, Indonesian consumers have the awareness to choose environmentally friendly products and express willingness to pay more, but for some Indonesian consumers, concerns about economic instability are still an obstacle for Indonesians who tend to prefer cheaper alternatives. Indonesia also tends to solve consumer dispute problems by prioritizing a non-litigation approach through BPSK and its law enforcement agencies are able to sanction perpetrators of ecolabeling abuse, but due to the absence of specific	U.S. consumers are aware of the importance of eco-friendly products and are aware of the practice of greenwashing or ecolabeling abuse, but the obstacle lies in the accessibility of eco-friendly products and for some U.S. consumers, product prices are still the most important factor. The United States has guidelines such as green guides that help serve as guidelines for law enforcement to crack down on the abuse of ecolabeling So that when an ecolabeling abuse occurs, the issue can be directly addressed by the FTC under the FTC Act as stated in the Green Guides.

		rules governing this, it is difficult for law enforcement to determine an act, including the abuse of ecolabeling.	The FTC may conduct surveillance of business practices that violate consumer rights and be authorized to impose fines and sanctions on violating businesses, order temporary cessation of activities and order the withdrawal of products from the market if the product is deemed dangerous or infringing.
--	--	--	---

Table 2 Comparison of the Use of Environmental Claims or Environmentally Friendly Logos in the Perspective of Lawrence M. Friedman's Legal System Theory

NO	Aspects	Indonesia	United States
1.	Legal Substance	Law Number 32 of 2009 concerning Environmental Protection and Management Law Number 8 of 1999 concerning Consumer Protection Government Regulation No. 58 of 2001 concerning the Development and Supervision of the Implementation of Consumer Protection Regulation of the Minister of Environment Number 2 of 2014 concerning the Inclusion of Ecolabel Logos Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.5/Menlhk/Setjen/Kum.1/2/2019 concerning Procedures for the Implementation of Environmentally Friendly Labels for the Procurement of Environmentally Friendly Goods and Services Regulation of the Minister of Trade of the Republic of Indonesia Number 69	Federal Trade Commission Act Federal Trade Commission Green Guides

		of 2018 concerning Supervision of Circulating Goods and/or Services	
2.	Legal Structure	LVE appointed by the Ministry of Environment and Forestry and LSE that has been accredited by KAN. Both are in charge of verifying and licensing the use of labels. The Ministry of Trade through the Directorate General of Consumer Protection and Trade Order is authorized to supervise the use of environmentally friendly labels or ecolabels	FTC to follow up on violators in accordance with the FTC Act. EPA that issues special labels and can take action against those who misuse their labels
3.	Legal Culture	Indonesian consumers, especially those aged 18-34 years old, are aware of the presence of eco-friendly labels, but this awareness does not reflect consumers' buying intentions because some Indonesian consumers are still worried about economic instability and prefer cheaper alternatives to environmentally labeled products which tend to be more expensive Law enforcement is only in the form of administrative sanctions and does not have specific rules governing the abuse of ecolabeling or greenwashing specifically, making it difficult to determine or identify and take action on the abuse of ecolabeling	U.S. consumers know the importance of eco-friendly products to sustainability and based on data from Yougov U.S. Sustainability Report & Rankings 2025 states that the majority of 28% (Twenty-eight percent) of consumers are willing to buy eco-friendly products in order to contribute to sustainability, but there are still 20% (Twenty percent) of consumers who still consider the price factor and 21% (Twenty-one percent) of consumers directly rejects or has a negative view of sustainability Consumer awareness of the abuse of ecolabeling is very high where 80% (Eighty percent) of consumers do research before making a purchase when there is a suspicion of greenwashing The presence of the FTC and green guides plays an important role in the enforcement of ecolabeling abuses where the FTC under the FTC Act and green guides can take direct

			action against the perpetrators of ecolabeling abuses
--	--	--	---

In terms of legal substance, the United States has more specific guidelines governing the misuse of ecolabeling, although Green guides are not binding regulations like the Indonesian Consumer Protection Law, but are only guidelines designed to ensure that environmental marketing claims made by companies are accurate and not misleading.³⁸

In Title 16 of the Code of Federal Regulation Part 260 letter A states that: "Green guides help marketers avoid making unfair or deceptive environmental marketing claims under Part 5 of the FTC Act Title 15 United States Code Section 45."³⁹ Green guides also specifically include environmental claims in promotions or advertisements such as "eco-friendly", "recycled".

So in this case, Green guides can be a guideline for business actors and law enforcement to determine a claim classified as misleading claims as contained in Green guides Section 260.2 concerning Interpretation and Substantiation of Environmental Marketing Claims which states "To determine whether an advertisement is deceptive, marketers must identify all express and implied claims that the advertisement reasonably conveys. Marketers must ensure that all reasonable interpretations of their claims are true, not misleading, and supported by a reasonable basis before they make a claim. In the context of environmental marketing claims, competent and reliable scientific evidence is required and conducted and evaluated by qualified persons and must meet the standards set in the relevant scientific field".⁴⁰

In Indonesia, there are rules that regulate the abuse of ecolabeling in the context of consumer protection and environmental protection, but there are no rules that comprehensively and explicitly cover the abuse of ecolabeling, making it difficult for law enforcement to determine the acts that are included in the abuse of ecolabeling.

However, there are rules that regulate the procedures for the use of ecolabels and types of ecolabels regulated in the Regulation of the Minister of Environment Number 2 of 2014 concerning the Inclusion of Ecolabel Logos and the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.5/Menlhk/Setjen/Kum.1/2/2019 concerning Procedures for the Implementation of Environmentally Friendly Labels for the Procurement of Environmentally Friendly Goods and Services.

In terms of legal structure, both countries have institutions that supervise and take action on the abuse of ecolabeling. In Indonesia, there are institutions such as: BPSK, LPKSM, and BPKN which play a role in implementing consumer protection, but in the abuse of ecolabeling, supervision is needed by the government, namely the Ministry of Trade through the Directorate General of Consumer Protection and Commercial Order

³⁸ Federal Trade Commission, "Environmentally Friendly Products: FTC's Green Guides" <https://www.ftc.gov/news-events/topics/truth-advertising/green-guides>, diakses pada 1 Juni 2025

³⁹ Code of Federal Regulation Title 16 Part 260 huruf A

⁴⁰ Federal Trade Commission, *Green Guides : Guides For The Use of Environmental Marketing Claims*, (Washington D.C. : Federal Trade Commission, 2012), Hal. 3

which is authorized to supervise and investigate trade activities and circulating goods and/or services as well as providing technical guidance and Supervision in the field of consumer empowerment, standardization, trade and quality control, supervision of trade activities and circulating goods and/or services.⁴¹

Based on the Regulation of the Minister of Trade of the Republic of Indonesia Number 69 of 2018 concerning the Supervision of Circulating Goods and/or Services in Article 19 letter b which states that the object of supervision of circulating goods in fulfilling the inclusion of labels in Indonesian is in the form of: "description or explanation of labels in Indonesian on goods and/or packaging related to the safety, security, and health of consumers and the environment".⁴² So that through this article, ecolabels or environmentally friendly labels are also included in the object of supervision from the Ministry of Trade so that in this case the Ministry of Trade through the Directorate General of Consumer Protection and Trade Order is authorized to supervise the use of environmentally friendly labels or ecolabels.

None of the institutions regulated in the UUPK actively take direct action and impose sanctions on the perpetrators of ecolabeling abuse, but there are still institutions such as the Ministry of Trade of the Republic of Indonesia that can take action against business actors who violate. Based on Article 34 paragraph (2) of the Regulation of the Minister of Trade of the Republic of Indonesia Number 69 of 2018 concerning Supervision of Circulating Goods and/or Services, it is stated that if there are suspected violations in the field of consumer protection, the report on the results of the supervision can include recommendations in the form of:

- a. Prohibition on not trading goods and/or services
- b. Withdrawal of goods and/or services from circulation
- c. Revocation of licences in the field of trade
- d. Investigation of Consumer Protection Civil Servant Investigators (PPNS-PK)⁴³

In addition, in the context of the use of ecolabels, there are institutions such as LVE appointed by the Ministry of Environment and Forestry and LSE that have been accredited by KAN. Both are in charge of verifying and licensing the use of labels. Meanwhile, in the United States, there are government agencies such as the Environmental Protection Agency (EPA) or non-governmental organizations such as Green Seal and UL Solutions that issue their own labels.

Although these agencies are different from the FTC, which focuses on preventing and cracking down on the use of misleading claims. The agency can still disqualify those who misuse their labels after verifying the product after the marketing and the disqualified product can no longer use the label.⁴⁴

In addition, almost similar to the Ministry of Environment and Forestry, EPA through the Comprehensive Environmental Compensation, and Liability Act of 1980

⁴¹ Direktorat Jenderal Perlindungan Konsumen dan Tertib Niaga, "Tugas dan Fungsi", <https://ditjenpktn.kemendag.go.id/tugas-fungsi>, diakses pada tanggal 28 November 2025

⁴² Peraturan Menteri Perdagangan Republik Indonesia Nomor 69 Tahun 2018 tentang Pengawasan Barang Beredar dan /atau Jasa Pasal 19 huruf b

⁴³ Peraturan Menteri Perdagangan Republik Indonesia Nomor 69 Tahun 2018 tentang Pengawasan Barang Beredar dan /atau Jasa Pasal 34 ayat (2)

⁴⁴ Energystar, "Verification Testing of Products", https://www.energystar.gov/partner-resources/products_partner_resources/brand-owner/verification-testing, diakses pada tanggal 8 Desember 2025

(CERCLA) Section 106 (42. U.S.C Section 9604) may enforce where polluters or Potentially Responsible Parties (PRPs) are ordered to clean up and restore polluted environments.

The FTC in the Green Guides not only supervises environmental claims in general but also third-party certification labels or logos as contained in Green Guides Section 260.6 letter a on Certification and Seals of Approval which states that:

- a. It is a misleading practice to misrepresent or make a mistake either explicitly or implicitly in the presentation of a product, packaging or service that has been endorsed or certified by an independent third party.⁴⁵

Although non-binding, the commission can take action under the FTC Act if a marketer makes an environmental claim that does not comply with the guidelines. In the FTC Act, Section 13(b) of the FTC Act states that: "If the Federal Trade Commission (FTC) has reason to believe that a person, partnership, or corporation is violating or will violate any law enforced by the FTC, and that stopping such violation during the course of the litigation is in the public interest, then the FTC, through its attorney, may bring a lawsuit in federal district court to issue a temporary restraining order before a full hearing (TRO), or an order to temporarily stop activities until decided (Preliminary Injunction), without the need for bail, to stop actions deemed unlawful".⁴⁶

In terms of legal culture, based on research by PricewaterhouseCoopers (PwC) in 2025 in a study conducted on 21,075 (Twenty-one thousand seventy-five) consumers aged at least eighteen years old regarding food consumption and consumer trends including climate and sustainability in 28 (twenty-eight) countries, one of which is Indonesia. Based on the survey findings, there are 57% (Fifty-seven percent) who prefer environmentally friendly packaging products and 71% (Seventy-one percent) are willing to pay more for environmental purposes.

Consumers have awareness of ecolabels in Indonesia, both label I and label II, which can be seen in a survey conducted in 2022 by YouGov on 2,158 (Two thousand one hundred and fifty-eight) adults aged 18 (eighteen) years and above where young consumers aged 18 – 34 (Eighteen to thirty-four) years are more familiar with each existing ecolabel when compared to older consumers aged above 35 (Thirty-five) years. Indonesian consumers have awareness ranging from 34% - 66% (Thirty-four to sixty-six percent) of existing ecolabels.⁴⁷

However, according to a survey from PricewaterhouseCoopers, 50% of Indonesian consumers are increasingly worried about economic instability and rising cost of living, prompting them to buy less and opt for cheaper alternatives. So it can be seen that product prices are still a consideration and an obstacle for consumers to buy environmentally friendly products.⁴⁸

⁴⁵ Federal Trade Commission, *Op.cit.*, Hal. 10

⁴⁶ Federal Trade Commission Act Section 13 (b)

⁴⁷ Yougov, "Label ramah lingkungan di Indonesia: Seberapa sadarkah konsumen terhadap tanda sertifikasi hijau ini?", <https://yougov.com/articles/42187-ecolabels-indonesia-consumer-awareness>, diakses pada 20 November 2025

⁴⁸ PricewaterhouseCoopers, "Ketidakstabilan ekonomi dan tekanan biaya hidup pengaruhi keputusan dan prioritas konsumen Indonesia, menurut survei Voice of the Consumer 2025 dari PwC", <https://www.pwc.com/id/en/media-centre/press-release/2025/indonesian/ketidakstabilan-ekonomi-dan->

In the United States, based on research from Mckinsey and Company which conducted a survey of a thousand consumers in the United States where by 2025 alone, 70% (Seventy percent) of consumers stated that eco-friendly claims affect their decision to buy an eco-friendly product.⁴⁹ 44% (Forty-four percent) of consumers say that environmental impact is very important to them.⁵⁰

According to data from Simon Kucher in the global Sustainability Study international survey with 6,120 (Six thousand one hundred and twenty) consumers in six countries, one of which is the United States, states that 70% (Seventy percent) of consumers do their own research on sustainability claims before purchasing sustainable products, but this figure increases to 80% (Eighty percent) of consumers who do their own research when they believe that a brand is engaged in Greenwashing.⁵¹

This is very different from Indonesia, the practice of greenwashing, especially the abuse of ecolabeling, has not received much attention from the public, marked by a lack of news related to it.⁵² In the United States, there are FTC institutions and Green guides guidelines that can take strict action against the perpetrators of ecolabeling abuse, while in Indonesia there is no regulation that explicitly regulates the abuse of ecolabeling, so even though institutions in Indonesia are not inferior to those in the United States, there are difficulties in enforcing the rules and determining whether the act constitutes abuse Ecolabeling

IV. Conclusion

This study concludes that the legal framework governing the misuse of ecolabeling in Indonesia has not yet provided optimal legal protection for consumers because ecolabeling remains voluntary and there are no specific regulations comprehensively addressing greenwashing. As a result, stronger legal regulation is needed to prevent the misuse of ecolabeling while ensuring that consumer protection is integrated with environmental restoration in support of the Sustainable Development Goals (SDGs). Although existing laws provide civil, administrative, and criminal liability for business actors who misuse ecolabeling, legal accountability should not only focus on compensating consumers but also on restoring environmental damage caused by misleading environmental claims. Liability for the abuse of ecolabeling can be done in civil compensation through a legal standing lawsuit through LPKSM institutions that are legal entities to stop the activities of business actors who violate consumer rights and harm consumers and also consumers as a society can also file a legal standing lawsuit through a legal entity Environmental Organization so that business actors can make compensation by taking certain actions such as recovery for environmental damage. There is also administrative accountability, where business actors who misuse the

tekanan-biaya-hidup-pengaruhi-keputusan-dan-prioritas-konsumen-indonesia-menurut-survei-voice-of-the-consumer-2025-dari-pwc.html, diakses pada 18 November 2025

⁴⁹ Daniel Nordigarden, “Do US consumers care about sustainable packaging in 2025?”, <https://www.mckinsey.com/industries/packaging-and-paper/our-insights/do-us-consumers-care-about-sustainable-packaging-in-2025>, diakses pada 12 September 2025

⁵⁰ *Ibid.*

⁵¹ Simon Kucher, “Simon-Kucher unveils 2024 Global Sustainability Study: Majority willing to pay more for green products”, <https://www.simon-kucher.com/en/who-we-are/newsroom/simon-kucher-unveils-2024-global-sustainability-study-majority-willing-pay-more>, diakses pada 23 November 2025

⁵² Theresia Olivia, *et.al.*, “Mewaspadai Praktik Greenwashing dalam Implementasi ESG”, *Jurnal Bisinis dan Kewirausahaan* 12, no. 2, (2024), Hal. 4

ecolabel logo will be given sanctions, reprimand In addition, there is criminal liability for business actors who cause serious losses to consumers such as death, serious illness, permanent disability, or lifelong disability that are subject to criminal sanctions according to the Criminal Code. There are also criminal sanctions for perpetrators who provide false, misleading, omission, damage, or provide false information necessary for supervision and law enforcement related to environmental protection and management. Furthermore, the comparison with the United States through Lawrence M. Friedman's theory demonstrates that effective consumer protection against the misuse of ecolabeling depends not only on the existence of enforcement institutions but also on clear legal standards and effective implementation. The United States, through its specific guidelines on environmental marketing claims and consistent enforcement, provides a useful reference for strengthening Indonesia's legal framework. Therefore, Indonesia should develop comprehensive regulations on the misuse of ecolabeling, harmonize consumer protection and environmental law, and strengthen public awareness and law enforcement to better prevent greenwashing and support the achievement of the SDGs.

V. Recommendations

There is a need to expand the authority of the Ministry of Environment and Forestry under the Regulation of the Minister of Environment No. 2 of 2014 concerning the Inclusion of Eco-label Logos by empowering the Ministry to conduct periodic compliance audits and impose administrative sanctions for the misuse of ecolabels. Such measures would strengthen regulatory oversight, create a deterrent effect, and ensure that only business actors, producers, and importers whose environmental claims have been officially verified are permitted to use ecolabel logos. This would enhance the credibility of ecolabeling and prevent misleading environmental claims in support of sustainable consumption and production.

Furthermore, the provisions governing the liability of business actors under the Consumer Protection Law (UUPK) and the Environmental Protection and Management Law (UUPPLH) should be harmonized to ensure that the misuse of ecolabeling results not only in remedies for consumers but also, where applicable, in obligations to restore environmental damage. In addition, the supervisory role of the Directorate General of Consumer Protection and Trade Order should be strengthened to monitor the use of ecolabels and environmental claims, improve enforcement, prevent greenwashing practices, and enhance consumer confidence in ecolabeling.

References

- Capah, Bintang Masnola, Hadiyanto Abdul Rachim, and Santoso Tri Raharjo.
“Implementasi SDG's-12 Melalui Pengembangan Komunitas Dalam Program CSR”. *Social Work Journal* 13, no. 1 (2023). 150 – 161
- Circular materials, “What is Extended Producer Responsibility ?”,
<https://www.circularmaterials.ca/what-is-epr/#:~:text=EPR%20merupakan%20hal%20yang%20fundamental,untuk%20meningkatkan%20tingkat%20daur%20ulang>.
- Code of Federal Regulation

- Daniel Nordigarden. “Do US consumers care about sustainable packaging in 2025?”.
<https://www.mckinsey.com/industries/packaging-and-paper/our-insights/do-us-consumers-care-about-sustainable-packaging-in-2025>
- Direktorat Jenderal Perlindungan Konsumen dan Tertib Niaga. “Tugas dan Fungsi”,
<https://ditjenpktn.kemendag.go.id/tugas-fungsi>
- Energystar. “Verification Testing of Products”, https://www.energystar.gov/partner-resources/products_partner_resources/brand-owner/verification-testing
- Federal Trade Commission Act
- Federal Trade Commission, *Green Guides : Guides For The Use of Environmental Marketing Claims*, (Washington D.C. : Federal Trade Commission, 2012)
- Federal Trade Commission. “Environmentally Friendly Products: FTC’s Green Guides”.
- Gultom, Raynold Sebastian Hasiholan, and Muthia Sakti. “Praktik Greenwashing: Perlindungan Hukum Dan Tanggung Jawab Korporasi Ditinjau Dari Hukum Indonesia”. *Jurnal Interpretasi Hukum* 4, no. 3 (2023). 626 - 641
- Hasanah, Ana Shofwatun, Aniek Hindrayani, and Leny Noviani, “Pengaruh Sikap dan Ekolabel Terhadap Keputusan Pembelian Air Mineral Kemasan Berekolabel”. *Jurnal BISE: Jurnal Pendidikan Bisnis dan Ekonomi* 9, no.2, (2023). 135 - 147
<https://www.ftc.gov/news-events/topics/truth-advertising/green-guides>
- Kholis, Azizul. *Corporate Social Responsibility : Konsep dan Implementasi* (Medan : Economic and Business Publishing, 2020).
- Lesmana, CSA Teddy. “Pokok-Pokok Pikiran Lawrence Meir Friedman; Sistem Hukum dalam Perspektif Ilmu Sosial”, <https://nusaputra.ac.id/article/pokok-pokok-pikiran-lawrence-meir-friedman-sistem-hukum-dalam-perspektif-ilmu-sosial/>
- Muhaimin. *Metode Penelitian Hukum*. (NTB : Mataram University Press, 2020).
- Noorhaliza, Andi Kavenya. *et.al..* “Teori Penegakan Hukum Menurut Friedman Terkait Persoalan Penggunaan Narkotika Untuk Kepentingan Medis Relevansi Dengan Pertimbangan Moral Dan Hukum”. *Jurnal Nusantara : Jurnal Pendidikan, Seni, Sains, dan Sosial Humaniora* 1, no. 2, (2024). 1 - 25
- Nursadi, Harsanto. *Laporan Akhir Timpengkajian Hukum tentang Implementasi Prinsip Pencemar Membayar Menurut Undang-Undang Nomor 32 Tahun 2014 Tentang Kelautan*. (Jakarta : Badan Pembinaan Hukum Nasional Kementerian Hukum dan HAM RI, 2015).
- Olivia, Theresia, *et.al..* “Mewaspadaai Praktik Greenwashing dalam Implementasi ESG”. *Jurnal Bisinis dan Kewirausahaan* 12, no. 2, (2024). 1 - 7
- Peraturan Menteri Lingkungan Hidup dan Kehutanan RI Nomor P.5/Menlhk/Setjen/Kum.1/2/2019 tentang Tata cara Penerapan Label Ramah Lingkungan Hidup untuk Pengadaan Barang dan Jasa Ramah Lingkungan Hidup
- Peraturan Menteri Perdagangan Republik Indonesia Nomor 69 Tahun 2018 tentang Pengawasan Barang Beredar dan /atau Jasa
- Prameswari, Belia Putri, Jordy Lunardy, and Sherly Ayli Lias. “Studi Kasus Greenwashing Perfetti Van Melle dari Sudut Pandang Etika Bisnis”. *Jurnal Ilmiah Wahana Pendidikan* 10, no.14 (2024). 334 – 347
- PricewaterhouseCoopers. “Ketidakstabilan ekonomi dan tekanan biaya hidup pengaruhi keputusan dan prioritas konsumen Indonesia, menurut survei Voice of the Consumer 2025 dari PwC”. <https://www.pwc.com/id/en/media-centre/press-release/2025/indonesian/ketidakstabilan-ekonomi-dan-tekanan-biaya-hidup-pengaruhi-keputusan-dan-prioritas-konsumen-indonesia-menurut-survei-voice-of-the-consumer-2025-dari-pwc.html>

- Qamar, Nurul, *et.al.*. *Metode Penelitian Hukum (Legal Research Methods)*. (Makassar : CV. Social Politic Genius (SIGn), 2017)
- Rini, Wafia Silvi Dhesinta and Heru Saputra Lumban Gaol. “Keberlanjutan Penataan Label Ramah Lingkungan dalam Mendukung Konsumsi dan Produksi Berkelanjutan”. *Jurnal Refleksi Hukum* 9, no. 1, (2024). 109 - 132
- Robinson, Deena. “Penjelasan: Apa itu Greenwashing dan Bagaimana Menghindarinya?”, <https://earth.org/what-is-greenwashing/>.
- Santoso, Meilanny Budiarti, and Santoso Tri Raharjo. “Diskursus Corporate Social Responsibility (CSR) Dalam Mewujudkan Sustainable Development Goals (SDGs)”. *Social Work Journal* 11, no. 2 (2022). 100 – 121
- Sastrani, I Dewa Ayu Nyoman Utari. *Implementasi Asimilasi terhadap Narapidana untuk Pencegahan dan Penanggulangan Penyebaran Covid-19 Di Lembaga Pemasyarakatan Narkotika Kelas IIA Bangli*. (Denpasar : Skripsi Fakultas Hukum Universitas Mahasaraswati Denpasar, 2023)
- Simon Kucher. “Simon-Kucher unveils 2024 Global Sustainability Study: Majority willing to pay more for green products”. <https://www.simon-kucher.com/en/who-we-are/newsroom/simon-kucher-unveils-2024-global-sustainability-study-majority-willing-pay-more>
- Sukiati. *Metode Penelitian Sebuah Pengantar*. (Medan : CV. Manhaji, 2016).
- Suriansyah, *et.al.*. “Asas Strict Liability Dalam Penyelesaian Sengketa Lingkungan Hidup oleh Korporasi”. *Jurnal Ilmu Pengetahuan Naratif* 6 no. 2, (2025). 234 - 242
- Syahrum, Muhammad. *Pengantar Metode Penelitian Hukum : Kajian Penelitian Normatif, Empiris, Penulisan Proposal, Laporan Skripsi Dan Tesis*. (Riau : DOT Publisher, 2022)
- Undang – Undang Nomor 32 Tahun 2009 tentang Perlindungan dan Pengelolaan Lingkungan Hidup
- Undang – Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen
- United Nation. “Greenwashing – The Deceptive Tactics Behind Environmental Claims”. <https://www.un.org/en/climatechange/science/climateissues/greenwashing#:~:text=Through%20deceptive%20marketing%20and%20false,and%20secure%20a%20sustainable%20planet.>
- Uyun, Linayul, Sri Eka Noviyanti, and Dona Primasari. “Peran CSR terhadap Keberlangsungan Perusahaan”. *Jurnal Ekonomi Manajemen dan Sosial* 7, no. 2 (2024). 40 – 52
- Widiarty, Wiwik Sri. *Buku Ajar Metode Penelitian Hukum*. (Yogyakarta : Publika Global Media, 2024).
- Yonandi, Caecilia Patrice, and Gunardi Lie. “Greenwashing in Indonesia: Deceptive Claims and Corporate Social Responsibility (CSR)”. *Jurnal Ilmiah Wahana Pendidikan* 11 no. 2, (2025). 107 – 116
- Yougov, “Label ramah lingkungan di Indonesia: Seberapa sadarkah konsumen terhadap tanda sertifikasi hijau ini?”, <https://yougov.com/articles/42187-ecolabels-indonesia-consumer-awareness>
- Yuanitasari, Deviana, Hazar Kusmayanti, and Agus Suwandono. “Consumer Protection Against False Ecolabel Claims: A Legal Analysis in Indonesia”. *Jurnal Poros Hukum Padjadjaran* 6, no.1 (2024). 31 – 47.