

ABSTRACT

By transforming ASEAN into a single market and production base, the ASEAN Economic Community will boost the competitiveness and connectivity of the region as a whole. Consumer protection is an essential tool in building up a people-oriented ASEAN Community. ASEAN has been more mindful that consumer interest and welfare have to be taken into account in all measures implemented to achieve an integrated economic region. The ASEAN Committee on Consumer Protection is a newly-established sectorial body, and will be faced with extensive and complex work programs. Since the ASEAN Economic Community already applied in the end of 2015 will be many cases in order to maximize profits, businessmen exploit consumers by supplying poor quality goods at higher prices. Consumers are exposed to physical, environmental and other hazards. They need to be protected from spurious, duplicate and adulterated products, pollution of air, water and noise, and misleading advertising. Related with goods and services that circulate in the market of ASEAN.. The type of this research is normative legal research. By using a qualitative descriptive method. This research will describe the role of ASEAN Committee on Consumer Protection to protect consumer complaint rights under ASEAN Economic Community. Finally, the result is claims and complaints for ASEAN Consumer will be proceeded by every legal regulation in every ASEAN Member State. The dispute also proceeds by them, the role of ACCP in this case is to maintain how the consumer protection run well.

Keywords: ASEAN Economic Community, Consumer Protection, ASEAN Committee on Consumer Protection.