



Traditional Medicine and Consumer Legal Protection

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Abstract. Consumer protection law is a legal effort to protect consumers as a concrete effort by the state to protect the community, as a manifestation of the conception of the rule of law in providing welfare, including welfare in the health sector. One of the efforts to maintain health is to take medicine. Drugs are grouped into patent drugs produced by pharmaceutical companies, and traditional drugs. Traditional medicine is grouped into 3 (three) parts, namely: (1) jamu, (2) obat ekstrak alam and (3) Fitomarfaka. Jamu is part of the traditional medicine of the nation's cultural heritage which until now is still trusted by the community to maintain their body health and improve their health status and is also believed to be a medicine for diseases for which a cure has not been found. BPOM so that it can cause harm to the health of consumers who wear it. Problem formulation (1) Why do consumers of traditional medicines not get optimal legal protection (2) What is the current formulation of the regulation of traditional medicine? (3) How is the concept of legal protection arrangements for consumers of traditional medicines. This research is included in the realm of socio-legal research that examines law using legal and social science approaches. Theories and concepts are used as analytical tools, namely the theory of legal protection, the theory of legal work from Robert Seidman, and the theory of legal systems from Lawrence M. Friedman. Based on the results of research and discussion, it was found that in the practice of traditional medicine consumers have not received optimal legal protection. This is influenced by several factors, namely: business actors, consumers, supervision and socio-culture. The current regulatory for legal protection for consumers of traditional medicines has not been contained in the Act, only in the Permenkes, Kepmenkes and BPOM Regulations, so that there is no responsibility from business actors as a form of legal protection in the form of compensation for consumers of traditional medicines who are harmed. For consuming traditional medicine. Sanctions for violations are still in the form of administrative sanctions. In the future there needs to be regulations that specifically regulate legal protection for consumers of traditional medicines.

Keywords: Consumer · Legal Protection · Traditional Medicine

1 Introduction

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard

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McClintock, a Latin professor at Hampden-Sydney College in Virginia. Health is one of the elements of welfare which is a human right that must be realized in accordance with the ideals of the Indonesian nation as referred to in Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia. Carried out based on non-discriminatory, participatory and sustainable principles which are very important for the formation of Indonesian human resources, increasing the nation's resilience and competitiveness, as well as national development.

Efforts to improve the health status as high as possible were initially in the form of curing diseases, then progressing towards integrated health efforts for the entire community by involving the community at large. These efforts include promotive, preventive, curative and rehabilitative efforts that are comprehensive, integrated and sustainable. Health becomes a necessity, a major need and is a very valuable investment in carrying out development. Health issues are every activity and or series of activities carried out in an integrated, integrated and sustainable manner whose implementation is based on a paradigm known as the healthy paradigm, namely a paradigm that prioritizes promotive and preventive efforts without neglecting curative and rehabilitative.

In order to implement the healthy paradigm, a regulation with a healthy perspective is needed. The regulation in question is Law Number 36 of 2009 concerning Health. According to Law Number 36 of 2009 concerning Health in General Provisions Article 1 paragraph (1) it is stated that: "Health is a healthy state, both physically, mentally, spiritually and socially that allows everyone to live socially and economically productive lives".

Article 1 Paragraph (11) explains that: "Health efforts are any activity or series of activities carried out in an integrated and continuous manner to maintain and improve health status, treatment of disease and health recovery by the government and or the community".

One of the efforts made to improve health status is by using drugs. In Article 1 Paragraph (8) of Law Number 36 Year 2009 it is stated that, drugs are materials or combinations of materials, including biological products that are used to influence or investigate *physiological* or *pathological* in the context of establishing a diagnosis of prevention, healing, health improvement and contraception. For humans.

One type of medicine that we know in the community is traditional medicine or what people commonly call herbal medicine. Traditional medicine is an ingredient or ingredient in the form of plant material, animal material, mineral material, preparation of extracts (*galenic*), or a mixture of these materials which have been used for generations for treatment, and can be applied in accordance with the prevailing norms in society.

Traditional medicine can be grouped into 3 (three) namely herbal medicine, natural extract medicine and phytopharmaca [1]

1. Jamu is a traditional medicine derived from plant, animal and mineral materials or a mixture of these materials which has not been standardized and is used in treatment efforts based on experience.
2. Natural extracts are traditional medicines that are served from extracts or extracts of natural materials which can be in the form of medicinal plants, animals, or minerals to carry out the process and require supporting workers with knowledge and skills in making extracts, in addition to production processes with advanced technology, this

type In general, it has been supported by scientific evidence in the form of pre-clinical studies such as standards for content of nutritious ingredients, standards for making medicinal plant extracts, standards for making hygienic traditional medicines and acute and chronic toxicity tests.

3. Phytopharmaceuticals are drug preparations that have proven their safety and efficacy, the raw materials of which consist of *simplicia* or galenic preparations that have complied with the applicable requirements. *Phytomarfaka* is a form of traditional medicine that can be equated with modern medicine because the manufacturing process has been standardized and is supported by scientific evidence up to clinical trials on humans.

Traditional medicine has long been known among the public long before modern medicine entered Indonesia. The traditional healing system is one of the cultural elements that has been growing and developing and has been preserved for generations in the community, both urban and rural communities as an archipelago heritage. In today's modern era, traditional medicine in Indonesia is still one of the main options for healing diseases.

Based on a survey of consumers (consumers of traditional medicines), on average they say that they prefer to use traditional medicine with traditional medicine, because they think that traditional medicine is cheaper than patent medicine. As stated in Article 1 Paragraph (1) of the Decree of the Minister of Health of the Republic of Indonesia Number 1076 of 2003 concerning the Implementation of Traditional Medicine, what is called traditional medicine is: "Treatment and or treatment by means of drugs and their treatment which refers to experience, skills hereditary, and education/training, and applied in accordance with the norms prevailing in society".

Then in Article 1 paragraph (2), it is said, that: "Traditional healers are people who perform traditional (alternative) medicine".

Traditional medicines are often used by the community for the treatment of diseases for which there is no cure or in urgent situations, where medicines produced by the company are not available or are not affordable by the people's purchasing power. The tendency why people prefer traditional medicine as an alternative to cure disease, one of the reasons is because it is economically affordable, but in fact the drugs offered are priced higher than drugs produced by pharmaceutical companies. On the other hand, there is also an understanding in the community that the side effects on the human body from traditional medicines which are better known to the public as herbal medicines are lower than medicines produced by pharmaceutical companies, even though in reality the understanding as intended is not necessarily correct, because it does not all herbal medicines/traditional medicines circulating in the community have been clinically tested in laboratories that have been appointed by the government as stakeholders.

Several types of traditional medicines that have not been registered with BPOM (Food and Drug Supervisory Agency) are still widely circulated in the community, both produced by domestic and foreign producers who have not been registered with BPOM so that they have not obtained distribution permits.

Traditional medicines produced from abroad and not registered with BPOM, among others are: [2]

1. Majun Burung Unta, which is produced by Kaswari Maju Enterprice Malaysia, contains dexamethasone.
2. Skyline Al Taqwa Hip and Knee Pain, produced by Al-Mubarak Medical, Medina Saudi Arabia, the drug contains dexamethasone.
3. Skyline Al Taqwa Gout Uric Acid, produced by Al-Mubarak Medical, Medina Saudi Arabia, the drug contains dexamethasone.
4. E-Fong Brand Fang Ji, manufactured by Guangdong Yifang Pharmaceutical Co. Ltd., China, contains metal arsenic above the specified limit.

Among the traditional medicines circulating in the community that are produced by domestic producers and have not been registered with BPOM are: [3]

1. Urat Madu New, Strong & Durable Medicine, produced by PJ Air Madu Magelang, Indonesia, this traditional medicine on its packaging contains Ministry of Health RI no. TR053348661, but after checking with BPOM the product data was not found.
2. Leaf Tapak Liman Cikunguya, for gout plus aches and pains, produced by Surya Bintang Asli Lampung Indonesia, on the packaging of this medicine was found the words POM TR No.026781321, but after checking the BPOM the data for this product was not found.
3. Brotowali, a traditional herb blending Nusantara and Chinese ingredients, produced by PJ Rempah Alam Jakarta Indonesia, on the packaging there is no number from BPOM as proof that it has been registered.

For information, besides traditional medicines that do not have a distribution permit from BPOM, many traditional medicines are included in the type of herbal medicine sold at outlets or herbal medicine shops, as well as those sold online that have been registered with BPOM, the types of herbal medicine include: [4]

1. Healthy Fat, produced by Sidomuncul, which has been registered with BPOM under TR 102222431.
2. Sepet Wangi, produced by the herbal medicine company Sabdo Palon Sukoharjo Solo, which has been registered with BPOM with TR number 083285251.
3. M .45, produced by Ukot Jaya Natural Bantul, DI Yogyakarta, which is registered with BPOM with number TR 193624711.
4. Flexamove, produced by PT Esa Mulia Bekasi Indonesia, West Java, has been registered with BPOM with Number TR 1933227891, there are even traditional medicines produced from other countries but already registered with BPOM the traditional medicines are:
5. Fufang EJIAO Jiang imported by PT Saras Subur Abadi, the drug is Produced by Dong E Ejiao. Co. Ltd. Shandong China.

Based on preliminary research conducted by researchers at the Central Java Province Food and Drug Administration (BBPOM), before a manufacturer registers the OT (traditional medicine) product it produces, it must first conduct clinical trials in a laboratory that has been appointed by the government to prove that the product is has met the requirements clinically. The process is, after testing in the laboratory, and obtaining

information that the drug preparation meets the requirements, then registration will be carried out at BPOM (Balai Besar for Drug and Food Control), for the Central Java region located in Jalan Sukun Raya No. 41.a Semarang City.

After conducting the inspection, BPOM will provide a distribution permit notification, so that traditional medicines or herbal medicines which are commonly referred to as herbal medicines are suitable for consumption by the public as consumers. In fact there are still traditional medicines that do not meet the requirements for their manufacture as stipulated in the provisions of the Ministry of Health Number 659/MENKES/SK/SK/X/1991 which regulates the Good Manufacturing Practice of Traditional Medicines and BPOM Regulation Number 34 of 2018 concerning Guidelines for the Manufacturing of Medicines and Regulation of the Food and Drug Supervisory Agency Number 32 of 2019 concerning the Safety and Quality Requirements of Traditional Medicines.

Based on the pre research conducted by the researchers, consumers are interested in trying traditional medicinal products in the form of herbal medicine from advertisements in sound media, however, after the fatal consequences that damage the health of consumers, consumers do not know what rights they should receive as a result of consuming these traditional medicines.

In fact, the public as consumers can be influenced to try because of the incessant promotion, both through sound media (radio) and advertisements that are often found along the road. The incessant promotion through advertisements and testimonials affects people's interest to try and buy them. Based on this background, several problems can be formulated: 1. Why have the disadvantaged consumers of traditional medicines not received optimal legal protection as expected? 2. What are the obstacles that cause consumers of traditional medicines not to get optimal legal protection? 3. How should the law regulate so that consumers of traditional medicines get optimal legal protection?

2 Research Method

The method used in writing this scientific paper is juridical empirical. This method was chosen because in answering the problem formulation, primary data is needed as the main data and secondary data as supporting data. Primary data obtained in research and theories that are relevant to the subject matter raised are used as analytical tools in answering and explaining the problems that have been formulated, so that they will get a solution as the expected solution, namely legal protection for consumers of traditional medicines who are harmed by consuming these traditional medicines.

3 Findings and Discussion

- A. Why consumers of traditional medicines who have been harmed have not received legal protection as expected.

There are several factors that cause the legal protection for users of traditional medicines who are disadvantaged is not optimal as expected. These factors are:

1. Social and cultural;
2. Business actors;
3. Consumer factors;
4. Regulatory factors;
5. Supervision factors.

In an effort to realize quality goods or services, management is very important to implement. There are three concepts in production management, the three things are: (1) Resources consisting of materials, factors, capital, technology, information and energy; (2) The system used; (3) The process of transformation to add value.

It is said that business actors can also be an indicator of why legal protection cannot be provided optimally as expected, Business actors who adhere to good production management principles will produce quality.

Products Quality products will have a positive impact on consumers its users, and if it is associated with traditional medicinal products, especially those of the herbal type, it will have a positive impact on increasing the health status of its consumer users. Efforts to maintain product quality should be a fixed price that must be done by business actors. In this regard, business actors must always develop the quality of their products and of course also take into account several factors, such as market factors, new technological advances and also external factors that influence such as products from other companies. Business actors as producers must always carry out management development, including how to improve their quality and promotion. Talking about the promotion of a product, of course, cannot be separated from talking about company management, because promotion is one of management's efforts to increase product sales. In marketing, marketing and promotion activities, it is very influential to increase sales. On the other hand, business actors in this context, namely producers of traditional medicines, must also pay attention to the interests of consumers. Law Number 8 of 1999 concerning Consumer Protection in its Articles also contains provisions governing the interests of business actors. Based on this, in order for balance, harmony and harmony to occur, business actors must also pay attention to the 4 (four) principles of consumer protection. The four principles are the principle of benefit, the principle of justice, the principle of security and consumer safety and the fourth is the principle of legal certainty.

The second aspect or factor that can also affect consumer legal protection that is not optimal as expected is a factor from the consumer himself. Consumer behavior is directly involved in starting, obtaining, using goods as a result of a product including making decisions to buy or not to buy. The decision of a consumer in making a purchase of a product in this context is that traditional medicine is influenced by several indicators such as:

1. The type of product offered.
2. Education level of consumers
3. Income from consumers.

The third aspect that affects the lack of optimal legal protection for users of traditional medicines who are disadvantaged is related to how the supervision is carried out. In connection with the incessant advertising promoting traditional medicine, supervision

is needed from the relevant agencies. One of the competent agencies to supervise the circulation of traditional medicines published by business actors through advertisements is the Food and Drug Supervisory Agency (BPOM).

In the Regulation of the Head of the POM Agency Number 8 of 2017 concerning Guidelines for Supervision of Drug Advertising, it is regulated among others:

That what is meant by drugs are: “Materials or combinations of materials, including biological products used to influence or investigate physiological systems or pathological conditions in the context of establishing a diagnosis, prevention, cure, recovery, promotion of health and contraception for humans”.

Whereas what is meant by drug advertisement is: “any information or statement regarding drugs in the form of pictures, writings or other forms which are carried out in various ways for marketing and/or trading”.

The scope of this regulation covers the regulation of advertisements before and after publication. Drugs that are included in the G list or drugs that can only be submitted with a doctor’s prescription, can only be advertised in scientific print media. Drugs that can be advertised to the general public are drugs that are included in the list of over-the-counter drugs and limited over-the-counter drugs. Over-the-counter drugs and limited over-the-counter drugs can be advertised in print media, electronic media and outdoor media. Published advertisements must meet the requirements of being objective, complete and not misleading. Drugs can only be advertised after fulfilling the requirements, namely that they already have a distribution permit and have received approval to be advertised from the Head of BPOM, and product owners who already have a distribution permit are responsible for the published advertisements.

Supervision of advertisements after publication is carried out by BPOM officers, including technical implementing unit officers within the Food and Drug Supervisory Agency in accordance with their respective duties, functions and authorities.

Social and cultural aspects are one of the indicators that determine the desire of consumers to buy goods and or services they want or not. The culture in which consumers live will participate in determining desires and influencing behavior to obtain values, perceptions, preferences. Another factor that is also a determinant of buying and consuming traditional medicines is social factors, so social factors are also important indicators that also affect consumer interest.

The economic condition of the consumer community is also one of the aspects that are the reasons for consumers to choose what goods to consume, including the selection of traditional medicines to restore their health condition. Factors that have an economic effect on the selection of medicinal goods, especially traditional medicines are: [5]

1. Income. Talking about income is the most influential thing, because the bigger the income someone receives, the greater their purchasing power will be. Conversely, if a person’s income is getting smaller, his purchasing power will be smaller.
2. Prices of goods and services. The price of goods has a relevant influence also on the size of a person’s consumption. The high price of goods will affect consumers to reduce their consumption, on the contrary if there is a decrease in the price of goods, then consumers will increase their consumption of the desired goods.
3. Consumer customs and habits. Customs in Indonesia are highly respected as a form of respect for their predecessors, so that customs and habits also affect a person’s

behavior, including the selection of traditional medicine as an effort to cure his illness or to maintain his stamina. Substitute Items. These substitute goods will also affect the consumption of consumers. If consumers find goods that can replace the function of an item at a cheaper price, the substitute goods can affect a person's level of consumption.

4. Appetite. The decrease in people's consumption tastes will also affect the level of consumption, as well as if people's consumption increases, their consumption will also increase.

Aspects of regulation also affect the provision of legal protection for consumers of traditional medicines that are not in accordance with what is expected. In relation to the regulation on traditional medicine, it is still regulated in several regulations, namely in the Permenkes, Kepmenkes and BPOM Regulations, there is no article that regulates the responsibilities of business actors in providing legal protection for consumer users, so in the future researchers propose that in the Bill on Supervision Drugs and Food to add an article that regulates the responsibilities of business actors as regulated in Article 19 of the UUPK which is a general provision that regulates consumer protection.

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Harry C. Bredermeier, in his book *Satjipto Rahadjo* said that when the law works in a social order, it will always receive input from other fields, such as economics, politics, culture, etc.

The opinion of Bredemeier that the operation of law in the context of this research is that legal protection for consumers of traditional medicines cannot be optimally provided in a social order, cannot be separated from the influence of various aspects, such as aspects of business actors, socio-cultural aspects, economic aspects, regulatory aspects, including what is very important to implement is the aspect of supervision from stakeholders, namely the government on the benefits of traditional medicines, especially those of the herbal type for the consumer community, product permits and distribution permits for these traditional medicines.

B. Barrier Factors in providing legal protection for consumers of traditional medicines

1. From a legal perspective.

From a legal point of view, consumer protection has actually been regulated regarding the responsibilities of business actors, as formulated in Article 19 of the UUPK which consists of 5 (five) paragraphs).

One thing that must get attention in the context of providing compensation as a form of responsibility of business actors to consumers who are harmed is the provisions contained in the paragraphs of Article 19 of the UUPK, especially in paragraph 3

(three) which stipulates that compensation will be made. Within 7 (seven) days after the transaction. Besides paragraph 3 (three) in the provisions of Article 19 there is also no paragraph stipulating that compensation will be made absolutely without the consumer having to prove the guilt of the business actor in producing his product.

2. From an economic point of view.

The economic condition of consumers is the reason for consumers to choose what goods to consume, including the selection of traditional medicines. Several factors that can be an indicator for consumers in choosing products such as traditional medicines are income. The limited purchasing power of the public on the price of patented drugs is also an indicator that causes consumers to choose traditional drugs which are considered cheaper than patented drugs.

Talking about income is an important element because there is a correlation between the income that a person receives with the choice of goods to be purchased, although in reality this statement does not necessarily apply absolutely, because it can also happen the other way around. The second factor is related to the price of the goods to be purchased. The price of goods has a relevant influence also on the size of a person's consumption. The high price of goods will affect consumers to reduce their consumption, on the contrary if there is a decrease in the price of goods, then consumers will increase their consumption of the desired goods. The third factor is the habitual factor of minded consumers towards the purchased product, even though the product is not necessarily beneficial for the consumer concerned, it can even harm his health if the purchased item is defective. It is often the case that consumers of traditional medicines are negligent in paying attention to the indications of the medicinal ingredients, or consumers also do not pay attention to the time limit for using traditional medicines, or even the traditional medicines purchased do not have distribution permits.

3. From trust or trust from consumers.

Trust or trust from consumers, especially those related to traditional medicine, is influenced by the culture or habits of consumers that have been passed down from their families. In addition to habits that eventually become culture, interest in buying and consuming traditional medicines is also influenced by incessant advertising. Business actors will promote their products through various media. This factor will actually be the reason for consumers to consume advertised traditional medicines without correcting them.

4. From Community Image.

The image of the consumer community is also an obstacle in the implementation of legal protection for consumers. The image is also related to the assessment of the consumer community. The image that has been built on the minds of consumers without using logical thinking will become an obstacle in implementing legal protection for consumers.

Especially for consumers of traditional medicine, this image will be closely related to trust or the belief that consuming traditional medicine will not cause negative effects.

Consumers of traditional medicine generally believe that traditional medicine is safe to use to restore or maintain body stamina so that it is always healthy. In fact, what happens is that there are traditional medicines that do not have distribution permits, and there are even traditional medicines that contain BKO (Medicinal Chemicals). People do not know that the mixture of BKO in traditional medicine will be very dangerous to human health.

5. Barriers from Competitors.

These competitors come from business actors operating in the same field, namely businesses that produce traditional medicines. These competitors can come from within the country or from abroad. The intense competition to seize market share can cause business actors to behave in a manner that deviates from the provisions set by the government. Especially in the manufacture of traditional medicines, business actors should comply with the provisions of CPOTB (Good Methods of Making Traditional Medicines).

- C. To answer how the law should regulate so that consumers of traditional medicines get optimal legal protection as expected, is to know about the ideal concept of legal protection for consumers who use traditional medicine, because the legal system that is closest to providing a sense of justice is the Pancasila legal system.

The Pancasila legal system must be based on three pillars or the balance values of Pancasila, namely: [6]

1. Oriented to divine values (religious morals)
2. Oriented to Humanistic values (humanistic)
3. Oriented to social values (nationalistic, democratic, social justice).

The values contained in Pancasila are implemented in the precepts in Pancasila are as follows: [7]

- a. The First Precept: contains values of belief in the existence of God Almighty and piety to carry out all His commands and stay away from all His prohibitions. These values include and animate precepts 2, 3, 4 and 5.
- b. The second precept contains human values, namely the recognition of human dignity, fair treatment of fellow human beings, understanding of civilized humans who have creativity, taste, intention and belief. These values are imbued with precepts 3, 4 and 5.
- c. The third precept: contains the value of national unity who inhabit the territory of Indonesia, the Indonesian nation. The Indonesian nation is the unity of ethnic groups in the territory of Indonesia and the recognition of the diversity of ethnic groups (ethnicity) and national culture (different but one soul) which provides direction in fostering national unity. This value is imbued with precepts 1, 2 and animates precepts 4 and 5.

- d. The fourth precept: State sovereignty is in the hands of the people, popular leadership is wisdom based on common sense as citizens and citizens of the community who have the same position, rights and obligations, deliberation for consensus is reached in deliberation through people's representatives. These values are imbued with precepts 1, 2, and 3 and animate precepts 5.
- e. The fifth precept: contains the values of realizing social justice in social or community life for all Indonesian people, justice in life, especially in the fields of ideology, politics, economy, social, culture and national security defense. The aspiration to achieve a just and prosperous society, material and spiritual, is equitable for all Indonesian people.

4 Conclusion

In practice, legal protection for the consumer community in the use of traditional medicine has not been optimally provided, due to various aspects. Because in providing legal protection to consumers of traditional medicine is influenced by the working theory of the law. Among them are: economic aspects, social and cultural aspects, consumer aspects, regulatory aspects, and supervision aspects. Traditional medicine that is not licensed for distribution carries legal consequences, so a regulation is needed. In legal protection there are 3 (three) things that must be considered: (1) Guarantee of legal certainty; (2) Government protection for citizens; (3) Rights of citizens.

The current formulation of traditional medicine regulation still needs to be improved related to its legal structure, legal substance, and its legal culture, so that it will provide certainty to provide legal protection to consumers of traditional medicines. The formulation of legal protection arrangements for consumers of traditional medicines needs to be done, because at this time there is a legal vacuum relating to legal protection for consumers of traditional medicines related to the responsibility of business actors to provide compensation to consumers of traditional medicines who are harmed because of consuming traditional medicines. In the Draft Law (RUU) concerning Drug and Food Control which is currently included in the National Legislation Program, the articles do not regulate the responsibilities of business actors in providing compensation to consumers of traditional medicines who are harmed. Based on the foregoing, it is necessary to add an article that regulates the responsibilities of business actors, with several paragraphs.

The paragraph that should be added is as follows:

1. Business actors are responsible for providing compensation to consumers for consuming the traditional medicines they produce
2. The provision of compensation as intended is carried out within a grace period of 7 (seven) days after the traditional medicine is consumed
3. The compensation as intended will be given to honest consumers
4. In providing compensation, consumers are not required to prove (*Stright Liability*)

5 Suggestion

- a. To BPOM to facilitate the registration requirements of traditional medicines to obtain distribution permits.

- b. To BPOM and related agencies to carry out more intensive socialization as a form of education, especially to the community of consumers of traditional medicines.
- c. Large-scale business actors should provide assistance to small traditional medicine businesses both in management and production.
- d. The Government in this context is BPOM and related agencies to carry out intensive and sustainable supervision of the circulation of traditional medicines that have been licensed for distribution.
- e. The public should be more careful with advertisements about traditional medicines by paying attention to the provisions written on the packaging of traditional medicines regarding their preparation, indications, contra indications, expiration and distribution permit notification from BPOM

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