

ABSTRACT

Electricity is an inseparable necessity in people's daily activities. The prepaid electricity system (token), introduced by PT PLN, is a new service provided to consumers. However, consumers of prepaid electricity (token) have expressed complaints, particularly regarding restricted access to purchasing electricity tokens during certain hours, namely between 11:00 p.m. and 1:00 a.m., when they are unable to recharge their tokens. Therefore, it is necessary for PT PLN to play its role and fulfill its obligations in protecting consumer rights as regulated under the Consumer Protection Law and the Electricity Law, considering that the legal position of consumers is also stipulated in the Electricity Law. The main issue raised in this thesis is how legal protection for consumers is regulated under Indonesian legislation and what legal remedies are available for consumers regarding the restricted access to purchasing prepaid electricity tokens during specific hours.

This research employs a normative legal method with a descriptive approach. The research data consist of secondary data, including primary, secondary, and tertiary legal materials, collected through library research and analyzed using qualitative methods.

Consumers who suffer losses may file a lawsuit against business actors under Article 45 paragraph (1) of the Consumer Protection Law. In addition to litigation, consumers may also submit written or oral complaints to the Consumer Dispute Settlement Agency (BPSK) regarding violations of consumer rights. The Consumer Protection Law provides administrative sanctions and criminal provisions against parties committing violations that cause consumer losses. Similarly, the Electricity Law provides administrative sanctions and criminal penalties for parties that disrupt the continuity of electricity supply. Considering that consumers' needs for token top-ups are unpredictable, particularly for those working night shifts, consumers may address such restrictions by contacting PLN through official social media channels (Facebook PLN 123, Twitter @pln_123), call center 123, or the official website www.pln.co.id. If complaints remain unaddressed, the Consumer Protection Law explicitly states that consumers who feel disadvantaged may report the issue to the Consumer Dispute Settlement Agency (BPSK) established by the government, Consumer Protection Non-Governmental Organizations (LPKSM), or the National Consumer Protection Agency (BPKN).