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AUTHORIZED TRANSLATION  
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**MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA  
REGULATION OF THE MINISTER OF TRADE OF THE REPUBLIC OF  
INDONESIA  
NUMBER 73/M-DAG/PER/9/2015  
CONCERNING  
OBLIGATION TO AFFIX LABEL IN THE INDONESIAN LANGUAGE ON GOODS  
UPON GRACE OF THE ONLY GOD  
THE MINISTER OF TRADE OF THE REPUBLIC OF INDONESIA,**

- Considering** :
- a. That the regulating in the Regulation of the Minister of Trade Number 67/M-DAG/PER/11/2013 concerning Obligation to Affix Label in the Indonesian Language on Goods, as has been amended with the Regulation of the Minister of Trade Number 10/M-DAG/PER/1/2014, is considered no more relevant;
  - b. That the regulating, as meant in letter a, is in form of issuance of the Obligation to Affix Label in the Indonesian Language Certificate and the Obligation to Affix Label in the Indonesian Language Exemption Letter;
  - c. That based on the considerations, as meant in letter a and letter b, it is necessary to reregulate the provision on the obligation to affix label in the Indonesian language on goods;
  - d. That based on the considerations, as meant in letter a, letter b and letter c, it is necessary to determine the Regulation of the Minister of Trade concerning the Obligation to Affix Label in the Indonesian Language on Goods.

- In view of** :
1. Law Number 8 of 1999 concerning Consumer Protection (State Gazette of the Republic of Indonesia of 1999 Number 22, Supplement to the State Gazette of the Republic of Indonesia Number 3821);
  2. Law Number 20 of 2008 concerning Micro, Small and Medium Scale Enterprises (State Gazette of the Republic of Indonesia of 2008 Number 93, Supplement to the State Gazette of the Republic of Indonesia Number 4866);
  3. Law Number 39 of 2008 concerning State Ministry \*State Gazette of the Republic of Indonesia of 2008 Number 166, Supplement to the State Gazette of the Republic of Indonesia Number 4916);
  4. Law Number 24 of 2009 concerning Flag, Language and State Symbol as well the National Anthem (State Gazette of the Republic of Indonesia of 2009 Number 109, Supplement to the State Gazette of the Republic of Indonesia Number 5035);
  5. Law Number 7 of 2014 concerning Trade (State Gazette of the Republic of Indonesia of 2014 Number 45, Supplement to the State Gazette of the Republic of Indonesia Number 5512);
  6. Law Number 20 of 2014 concerning Standardization and Assessment of Suitability (State Gazette of the Republic of Indonesia of 2014 Number 216, Supplement to the State Gazette of the Republic of Indonesia Number 5584);
  7. Law Number 23 of 2014 concerning Local Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 4437);
  8. Law Number 30 of 2014 concerning Government Administration (State Gazette of the Republic of Indonesia of 2014 Number 292, Supplement to the State Gazette of the Republic of

Indonesia Number 5601);

9. Government Regulation Number 102 of 2000 concerning National Standardization (State Gazette of the Republic of Indonesia of 2000 Number 199, Supplement to the State Gazette of the Republic of Indonesia Number 4020);
10. Government Regulation Number 58 of 2001 concerning Guidance and Control on the Implementation of Consumer Protection (State Gazette of the Republic of Indonesia of 2001 Number 103, Supplement to the State Gazette of the Republic of Indonesia Number 4126);
11. Presidential Decree Number 121/P of 2014 concerning Formation of Ministry and Appointment of Work Cabinet Ministers for the Period of 2014-2019;
12. Presidential Decree Number 79/P of 2015 concerning Replacement of Several Work Cabinet State Ministers for the Period of 2014-2019;
13. Presidential Regulation Number 7 of 2015 concerning Organization of the State Ministry;
14. Presidential Regulation Number 48 of 2015 concerning Ministry of Trade;
15. Regulation of the Minister of Trade Number 20/M-DAG/PER/5/2009 concerning Provisions and System of Controlling Goods and/or Services;
16. Regulation of the Minister of Trade Number 31/M-DAG/PER/7/2010 concerning Organization and Work Procedure of the Ministry of Trade, as has been amended with the Regulation of the Minister of Trade Number 57/M-DAG/PER/8/2012;
17. Regulation of the Minister of Trade Number 31/M-

DAG/PER/10/2011 concerning Goods in Wrapped Condition.

**HAS DECREED:**

**To enact : THE REGULATION OF THE MINISTER OF TRADE CONCERNING OBLIGATION TO AFFIX LABEL IN THE INDONESIAN LANGUAGE ON GOODS.**

**Article 1**

The meaning of the following in this Regulation of the Minister is:

1. Consumer is each individual as user of goods and/or services that are available in the community, either for own interest, the interest of families, others or other living creatures and is not for to be traded.
2. Business Actor is each Indonesian Citizen individual or business company in form of legal entity or non legal entity, which is established and domiciled within the jurisdiction of the Unitary State of the Republic of Indonesia, carrying out business activities in the trade sector.
3. Goods is each article, either tangible or intangible, movable or immovable, consumable or non consumable, and can be traded, used and utilized by the Consumer or Business Actor.
4. Packing is the container used to pack and/or wrap Goods, either directly or indirectly touching the Goods.
5. Label is each information concerning Goods in form of writing, combination of picture and writing, or other forms containing the information on the Goods and the Business Actor as well as other information attached to the Goods, entered into, affixed/adhered to the Goods, and/or is part of Packing of Goods.
6. Import is the activity of bringing in goods into the Customs Area.

7. Collector Trader is each individual or business entity with the business activity of collecting products produced by micro and small scale enterprises to be traded.
8. Micro scale enterprise is the productive business owned by an individual and/or individual business entity that complies with the micro scale enterprise, as meant in the Law on micro, small and medium scale enterprises.
9. Small scale enterprise is the independent productive economic business carried by an individual or business entity, which is not an affiliate or not a company branch, owned, controlled or is part, either directly or indirectly, of a Medium Scale Enterprise or Large Scale Enterprise, complying with the criteria of Small Scale Enterprise, as meant in the Law concerning micro, small and medium scale enterprises.
10. Market is the economic institution where the buyer meets the seller, either directly or indirectly in order to make the trade transaction.
11. Bulk Goods are Goods in liquid or solid form, which are traded by way of weighing the volume or weight of the Goods in front of the Consumer.
12. Minister is the minister who organizes the administration affairs in the trade sector.

## **Article 2**

- (1) The Business Actor who produces or imports Goods to be traded in the domestic Market is required to affix Labels in the Indonesian Language.
- (2) The obligation to affix Labels in the Indonesian Language, as meant in paragraph (1) is carried out by the:
  - a. Producer for domestic produced Goods; and

- b. Importer for Imported Goods.
- (3) The Lists of Goods that are produced or imported for trade in the domestic Market, as meant in paragraph (1), are contained in Appendix I to Appendix V, which are inseparable parts of this Regulation of the Minister, consisting of:
    - a. Appendix I : Household need electronic, telecommunication and informatics goods;
    - b. Appendix II : Building materials;
    - c. Appendix III : Vehicle needs (spare parts and others);
    - d. Appendix IV : Textile and textile products; and
    - e. Appendix V : Other goods.
  - (4) The Goods, as meant in paragraph (3), which are traded in the domestic Market by the Business Actor, should already be labeled in the Indonesian Language.

### **Article 3**

- (1) The Label in the Indonesian Language, as meant in Article 2, should at least use clear, easy readable and easy understandable Indonesian Language.
- (2) The use of language, figures and letters other than in the Indonesian Language, Arabic figures and Latin letters may be used in case the equivalent is unavailable or unable to be created.

### **Article 4**

- (1) The affixing of Label in the Indonesian Language, as meant in Article 2, on the Goods and/or Packing may be in form of:
  - a. Embossed or printed;
  - b. Integrated attached or affixed; or
  - c. Included or put into the Goods and/or Packing.
- (2) The size of Label that is fully affixed or adhered, as meant in

paragraph (1) letter b, is proportionally adjusted to the size of Goods or Packing.

- (3) The Label, as meant in paragraph (1) letter b, is corrupted if it can be removed from the Goods and/or Packing.

### **Article 5**

- (1) The information or explanation on the Label in the Indonesian Language related to the safety, security as well as health of the consumer and environment should contain:
  - a. How to use; and
  - b. Symbol of danger and/or clear and easy understandable warning sign.
- (2) Information on the identity of the Business Actor on the Label for Goods, as meant in Article 2 paragraph (3), should at least contain:
  - a. Name and address of producer for domestic produced Goods;
  - b. Name and address of importer of Imported Goods; or
  - c. Name and address of Collection Trader if obtaining and trading produced Goods of Micro Scale Enterprise Actor and Small Scale Enterprise Actor.
- (3) In case the identity of the Business Actor, as meant in paragraph (2), is not possible to be completely indicated on the Goods and/or Packing, then the identity may attached or put into the Goods and/or Packing.

### **Article 6**

- (1) In addition to the information or explanation, as meant in Article 5 paragraph (1), the Business Actor is required to indicate the information or explanation that according to provisions of the legislative regulations should be indicated.

- (2) The attachment of Label in the Indonesian Language on Goods for which the SNI is compulsory applied follows the marking determined by SNI.

### **Article 7**

The Business Actor is prohibited to attach the Label in the Indonesian Language that contains information that is:

- a. Incomplete; and/or
- b. Incorrect and/or misleading the Consumer.

### **Article 8**

The provision of obligation to attach the Label in the Indonesian Language, as meant in Article 2, is not applicable for:

- a. Bulk Goods that are packed and traded directly in front of the Consumer; or
- b. Goods that are produced by Micro Scale Enterprise Actor and Small Scale Enterprise Actor.

### **Article 9**

In addition to the Business Actor, as meant in Article 2 paragraph (2), the Collector Trader who has obtained and traded Goods as the production of Micro Scale Business Actor and Small Scale Business Actor, as meant in Article 8 letter b, should attach the Label in the Indonesian Language on the Goods based on the provisions in this Regulation of the Minister, if traded, by attaching the trade mark owned by the Collector Trader.

### **Article 10**

- (1) The Producer, Importer or Collector Trader who does not comply with the provision as meant in Article 7 letter a, should withdraw the Goods from circulation and is prohibited to trade such Goods.



- (2) The withdrawal and distribution of Goods are carried out upon the instruction of the Minister.
- (3) The Minister provides the mandate to withdraw Goods, as mentioned in paragraph (2), to the Director General who handles the consumer protection sector.
- (4) The costs of Goods withdrawal and distribution are charged to the producer, importer or Collection Trader.

#### **Article 11**

The Goods that has been withdrawn from circulation, as meant in Article 10 paragraph (1), may be re-traded if the obligation to attach the Label in the Indonesian Language has been complied in accordance with this Regulation of the Minister.

#### **Article 12**

- (1) The guidance and control on the affixing of Label in the Indonesian language are carried out by the Minister.
- (2) The Minister delegates the guidance and control, as meant in paragraph (1), to the Director General who handles the consumer protection sector.
- (3) The implementation of guidance, as meant in paragraph (1), may be carried out by the Director General who handles the sector of consumer protection, individually or jointly with the relevant technical agency at the central and/or local level.
- (4) The guidance, as meant in paragraph (1), is provided directly or indirectly to the Business Actor and/or Consumer in form of:
  - a. Service and dissemination of information;
  - b. Education; and/or
  - c. Consultation.
- (5) The control, as meant in paragraph (1), is carried out on Goods distributed in the Market and at the storage location of Goods in

accordance with provisions of the legislative regulations on the control of Goods.

### **Article 13**

- (1) The Producer, Importer and Collector Trader who violates the provisions, as meant in Article 2, Article 7 letter b, Article 9, or Article 10 paragraph (1), is imposed the administrative sanction in form of:
  - a. Withdrawal of license in the trade sector; and/or
  - b. Withdrawal of other business licenses by the competent official.
- (2) The Business Actor who trades Goods without Label in the Indonesian Language, as meant in Article 3 paragraph (4), is imposed the administrative sanction in form of withdrawal of license in the trade sector.
- (3) The Business Actor, who trades Goods as meant in paragraph (2), should know the identity of the supplier of Goods.
- (4) In case the Business Actor does not know the identity of the supplier of Goods, as meant in paragraph (3), then the concerned is imposed the administrative sanction in form of withdrawal of license in the trade sector.
- (5) The withdrawal of license, as meant in paragraph (1) letter a, paragraph (2) or paragraph (4), is carried out after being provided maximum 2 (two) written warnings within the period of maximum 12 (twelve) working days.
- (6) In case the Producer, Importer and Collector Producer are imposed the administrative sanction, as meant in paragraph (1) letter b, then the Director General who handles the sector of Consumer Protection submits the recommendation to withdraw the business license to the relevant agency / competent official.

#### **Article 14**

- (1) The Business Actor and Collector Trader who trade Goods in the domestic Market, as contained in Article 2 and Article 9 at the time this Regulation of the Minister is applicable, should adjust to the obligation to attach the Label in the Indonesian Language based on this Regulation of the Minister.
- (2) The adjustment of affixing Label, as meant in paragraph (1), is carried out within the period of maximum 1 (one) year effective as of the applicable date of this Regulation of the Minister.

#### **Article 15**

- (1) The Business Actor who produces or imports Goods that are not contained in the Appendix of this Regulation of the Minister and has attached the Label in the Indonesian Language, should still attach the Label in the Indonesian Language in accordance with the characteristics of the Goods.
- (2) The Business Actor who produces or imports Goods that are not contained in the Appendix of this Regulation of the Minister and has not yet attached the Label in the Indonesian Language may attach the Label in the Indonesian Language in accordance with the characteristics of the Goods.
- (3) The attachment of Label, as meant in paragraph (2), is intended to provide more information to the Consumer and as the promotion means of the traded Goods in the domestic Market.
- (4) In case the Goods, as meant in paragraph (1) and paragraph (2), are completed with the Label in the Indonesian Language, then it should be adjusted to this Regulation of the Minister.

#### **Article 16**

At the time this Regulation of the Minister is applicable, the Regulation of the Minister of Trade Number 67/M-DAG/PER/11/2013

concerning the Obligation to Attach Label in the Indonesian Language, as has been amended with the Regulation of the Minister of Trade Number 10/M-DAG/PER/1/2014, is withdrawn and declared inapplicable.

**Article 17**

This Regulation of the Minister commences applicable as of 1 October 2015.

So that it is known by everyone, the enactment of his Regulation of the Minister is instructed with its placement in the State Gazette of the Republic of Indonesia.

Enacted in Jakarta

On 28 September 2015

**MINISTER OF TRADE OF THE REPUBLIC OF  
INDONESIA**

**signed**

**THOMAS TRIKASIH LEMBONG**

Copy conforms to the original

Secretariat General

Ministry of Trade

Head of Legal Bureau,

*signed and sealed*

**LASMININGSIH**