

BUSINESS ACTORS' RESPONSIBILITY FOR CONSUMER LOSSES DUE TO NAIL GEL IN SALON BUSINESSES IN BADUNG REGENCY

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ABSTRACT

Nail gel services in salon businesses in Badung Regency are a form of beauty service that uses certain chemicals and techniques, requiring adequate consumer protection and business actor accountability. This study focuses on how business actors are held accountable for losses suffered by nail gel consumers in salons in Badung Regency and how dispute resolution models for these losses occur. The method used is an empirical legal approach through research using interviews and direct field observations. The results of the study indicate that business actors' liability for losses suffered by nail gel consumers in salons in Badung Regency has not been implemented optimally, particularly in terms of providing risk information and ensuring the mechanism for liability models for losses suffered by nail gel consumers. Legal provisions related to nail gel consumer protection in Badung Regency are already available, including the Consumer Protection Law (UUPK), the Civil Code, and health and cosmetics regulations. Dispute resolution is generally conducted through deliberation using a family approach, but this mechanism remains informal and therefore does not provide strong legal certainty. This study emphasizes the need for improved service standards, information transparency, and more structured complaint handling procedures to strengthen consumer protection in nail gel consumer services at salons in Badung Regency.

Keywords: Liability, Business Actors, Losses, Nail Gel Consumers, Dispute Resolution.

INTRODUCTION

The beauty industry is one of the sectors that has experienced the fastest growth in the last decade. Data from Statista (2023) shows that the global market value of the nail care industry is estimated to exceed USD 11 billion by 2027, with an average annual growth rate of around 5.2 percent. (Statista Research Department, 2018-2027: 23) This phenomenon is reflected in Indonesia, particularly in tourism areas, such as salons in Badung Regency, Bali Province, where the nail gel trend is seen not only as a form of beauty service but also as a modern lifestyle associated with aesthetics and self-identity.

One business owner in the Nail Gel salon business that has a business license is Geworld Beauties, founded in 2022 by Ni Kadek Dwi Pradnyana Paramitha at Jalan Dharmawangsa No. 75, Kutuh Village, South Kuta District, Badung Regency. Geworld Beauties has an Instagram account with 500 followers and a large portfolio of various nail designs that can inspire contemporary trends popular with young people. Its presence exemplifies the growth of the local beauty industry. Another licensed nail gel salon is Revery Benety Studio Sempidi, which has been operating for three years at Jalan Raya Dalung No. 13 Sempidi, Mengwi District,

Badung Regency. Four unlicensed nail gel salons were used as samples. The rapid growth of these businesses is inextricably linked to fundamental issues related to legal protection for consumers. Nail gel products often contain chemicals such as acetone.

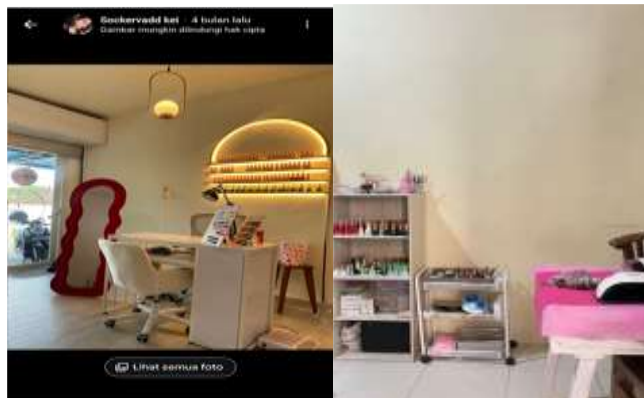


Figure 1. Examples of Gel Nail Salons in Badung Regency



Figure 2. Nail Gel Examples

Toluene, dibutyl phthalate (DBP), formaldehyde, and methyl methacrylate (MMA). Research by Keretsetse et al. (2023) showed that nail gel workers were generally exposed to acetone with an average concentration of 43.8 ppm in formal technicians and 9.87 ppm in informal technicians.² (G Keretsetse et al., 2023:5). In fact, MMA was detected in 89.7 percent of informal salons. This exposure can cause skin irritation, respiratory problems, and even cancer risk. Further research confirmed that 60 percent of informal technicians and 52 percent of formal technicians experienced health complaints such as dizziness, shortness of breath, and eye irritation due to chemical exposure. The carcinogenic risk of benzene and formaldehyde even exceeds the safe threshold set by the US Environmental Protection Agency (EPA), which is more than 1×10^{-6} .⁴ This proves that not only technicians but also salon consumers have the potential to experience negative health impacts. The phenomenon underlying this research stems from direct experience demonstrating a gap between consumer expectations and the reality of gel nail services in the field. Specifically, the case addressed concerns a dispute that arose when a consumer (an individual) experienced severe damage to their natural nails (physical damage) due to a gel nail removal procedure that did not comply with studio health standards (SOPs), or was caused by the use of excessively harsh chemicals. Despite consumer complaints and demands for accountability, the studio (service provider) often refused to provide adequate compensation or even ignored requests for a fair

settlement. This situation demonstrates an imbalance in the bargaining power between consumers and beauty service providers, raising profound questions about the implementation of consumer protection in non-medical service transactions, particularly in gel nail services.

Law Number 8 of 1999 concerning "Consumer Protection (UUPK)" regulates provisions relating to consumer protection within the context of national laws and regulations. This regulation affirms that every consumer has the right to comfort, security, and safety when using products and services. On the other hand, business actors are required to guarantee the quality of the goods or services they offer, provide accurate information, and accept responsibility for any losses experienced by consumers. Law Number 36 of 2009 concerning Health also emphasizes that all health-related products and services must meet applicable safety standards.

Minister of Health Regulation Number 1175/Menkes/Per/VIII/2010 concerning Cosmetics Production contains more detailed provisions related to the health sector. This regulation emphasizes the obligation that all cosmetic products must be produced based on Good Manufacturing Practices (GMP) principles. Furthermore, Minister of Health Regulation Number 1184/Menkes/Per/X/2004 concerning Occupational Environmental Health Requirements also regulates environmental health standards, including those applicable to facilities such as beauty salons.

Although these regulations have been enacted, their implementation in the field has not been optimal. Research by Kusuma et al. (2018) shows that cosmetics are still circulating in the community without distribution permits from the Food and Drug Authority (BPOM), which has the potential to harm consumers. (Kadek Agus Putra Kususmad, et al., 2018: 153). According to another report, the Food and Drug Authority (BPOM) annually withdraws thousands of illegal cosmetics from the market, many of which contain hazardous ingredients such as hydroquinone and mercury. (Cahya Salma Kamila and Romi Faslah, 2025: 1112). By law, nail gel consumers are required to receive legal protection to ensure the safety and comfort of products marketed in salons in Badung Regency.

Based on the above background, the problem can be formulated as follows: how are business actors responsible for losses suffered by nail gel consumers in salons in Badung Regency, and what is the model for resolving disputes regarding losses suffered by nail gel consumers in salons in Badung Regency.

RESEARCH METHOD

The type of research used is empirical legal research. Empirical legal research is a legal research method that aims to examine law in a concrete sense and examine how it operates within a community. Therefore, the empirical legal research method can also be described as sociological legal research (Syahrul Muhammad, 2022: 4). The data source used is primary data obtained through direct field research, in this case, at licensed and unlicensed nail gel salons in Badung Regency. Secondary data was obtained through library research in the form of primary and secondary legal materials. After the primary and secondary data were collected, they were processed and analyzed using descriptive analytical methods to reach accurate conclusions.

RESULTS AND DISCUSSION

Business Actors' Liability for Losses to Nail Gel Consumers in Salons in Badung Regency

The liability of nail gel salon operators in Badung Regency is carried out preventively. This is a form of accountability provided before a dispute or loss occurs to nail gel consumers, with the aim of preventing violations of the rights of nail gel consumers in Badung Regency in particular. Preventive legal protection is realized through the establishment of legal regulations and the implementation of obligations by business actors to prevent detrimental impacts on the community. In the context of nail gel services, preventive protection is particularly important because these services involve the use of chemicals and direct action on parts of the consumer's body that can potentially pose health risks. Based on the provisions of Article 4 of Law Number 8 of 1999 concerning Consumer Protection, consumers have the right to comfort, security, safety, and correct, clear, and honest information regarding the services they use. This right to information requires salon operators in Badung Regency to provide an explanation of the nail gel application procedure, the types of materials used, the duration of the treatment, and the potential risks that may arise, especially for consumers with sensitive nails or skin. This obligation is reaffirmed in Article 7, letter b, of the Consumer Protection Law, which requires businesses to provide accurate and responsible information.

A study conducted on June 10, 2026, with licensed salon owners, Geworldbeauties and Revery Benety Studio, revealed that, as a preventative measure, before administering gel nail treatments, the salons provide customers with an explanation of the service stages, the types of products used, and the estimated time and cost. Salon owners also stated that salon staff inquire about the customer's history of allergies or nail conditions to determine the appropriate product. Furthermore, service price lists are transparently communicated through in-person explanations and through information media within the salon. This practice essentially represents a form of preventive legal protection, particularly in fulfilling consumers' right to information. However, a study conducted on June 11, 2026, with several nail gel consumers revealed that, despite general information being provided, some consumers felt that the risks of side effects, such as possible irritation or thinning of the nails, had not been fully explained. This situation indicates that preventive legal protection has been implemented, but is not yet fully optimal, particularly in terms of providing comprehensive and easily understood information to all consumers. In addition to mandatory information, preventive legal protection is also realized through the implementation of health and hygiene standards for services. This aligns with Regulation of the Minister of Health of the Republic of Indonesia Number 2 of 2023, which requires business operators to maintain environmental sanitation, equipment cleanliness, and the safe use of chemicals. According to the salon owner, nail gel equipment is routinely cleaned and the products used are selected based on quality and safety. Using nail gel products that are registered and meet BPOM standards is also part of efforts to prevent the risk of harm to consumers.

Repressive legal protection is a form of protection provided after a loss or legal violation occurs to a consumer. This protection aims to restore consumer rights through a business accountability mechanism. Law Number 8 of 1999 concerning Consumer Protection stipulates repressive legal protection in Article 19, which requires businesses to provide

compensation for losses suffered by consumers due to the use of services.⁴⁸ In the practice of nail gel services at nail gel salons in Badung Regency, both licensed and unlicensed businesses, as most nail gel businesses are individuals, research conducted on June 10, 2026, with salon owners showed that when nail gel consumers complained about the service or experienced discomfort, the salons attempted to resolve the issue directly through deliberation. These solutions included improving the service, re-treating, or providing compensation as agreed with the consumer. This approach reflects the informal and familial application of repressive legal protection.

The research conducted on June 11, 2026, with nail gel consumers also showed that most complaints were submitted directly to the salon and resolved without involving a third party. Consumers generally felt that the settlement provided was fair, although some consumers hoped for clarity regarding compensation standards in the event of more serious losses. This indicates that repressive protection has been implemented, but it remains case-by-case and not based on a standard written mechanism. From a civil law perspective, the relationship between consumers and salon businesses in Badung Regency is a service contract. If a business fails to fulfill its service obligations as agreed or fails to implement safety standards, the business can be held liable for either breach of contract as stipulated in Article 1243 of the Civil Code or for unlawful acts as stipulated in Article 1365 of the Civil Code. Therefore, repressive legal protection depends not only on the good faith of the business owner but is also guaranteed by statutory provisions.

Based on research results dated June 12, 2026, and applicable legal provisions, repressive legal protection for nail gel consumers at salon businesses in Badung Regency has been implemented through direct complaint resolution and compensation. However, this protection remains informal and dependent on the salon's internal policies. Without a clear and measurable mechanism, this situation has the potential to create legal uncertainty for consumers if more serious losses occur.

Dispute Resolution Model for Nail Gel Consumer Losses at Salon Businesses in Badung Regency

The legal relationship between nail gel salon businesses in Badung Regency and nail gel consumers is a service relationship that creates rights and obligations for both parties. This relationship is based on an agreement between the business and consumer before the service is provided. Under consumer protection law, this relationship must be implemented in a balanced and fair manner. Consumers are in a more vulnerable position and therefore require adequate legal protection. Nail gel services, which directly relate to consumers' bodies, require caution from business operators. If rights and obligations are not met, the potential for consumer disputes is unavoidable. Therefore, this legal relationship creates legal consequences in the form of legal liability for business operators if there is a breach of service obligations, which can then escalate into consumer disputes.

Consumers have the right to comfort, safety, and security when using nail gel services. If this right to safety is not met and the consumer experiences physical harm such as irritation or damage to the nails, then legally, a violation of consumer rights has occurred, opening the door to a claim for compensation against the business. The lack of clear and complete information regarding the risks of using nail gel can be classified as a violation of the business's obligations as stipulated in Article 7 of the Consumer Protection Law, potentially creating the

basis for consumer disputes. This right requires businesses to ensure that every treatment is carried out safely. Based on interviews with salon owners, nail gel services are carried out according to specific procedures to avoid the risk of injury. Consumers have the right to receive service results that do not harm the health of their nails or skin. If irritation or damage to the nails occurs, the consumer's right to safety is considered unfulfilled. Therefore, this right is a primary basis for consumer protection.

In addition to the right to safety, consumers also have the right to receive correct, clear, and honest information regarding the services provided. This information includes the type of nail gel used, the treatment stages, and estimated time and cost. Based on the interviews, the salon provided a general explanation before the service began. However, some consumers still feel that the risk of side effects has not been fully explained. This situation indicates that the right to information has not been optimally fulfilled. This lack of information has the potential to lead to misunderstandings and losses for consumers.

Another consumer right is the right to be treated fairly, honestly, and without discrimination. Every consumer has the right to receive the same service without discrimination. Based on consumer statements, the service provided is generally friendly and professional.

However, consumers also expect equal attention to their complaints. Fair treatment reflects the good faith of the business provider. If adverse treatment occurs, consumers have the right to file a complaint.

Consumers also have the right to compensation if they experience losses due to gel nail services. Based on interviews, in the event of dissatisfaction or complaints, salons strive to provide solutions in the form of improved service or compensation. The form of compensation is usually agreed upon directly between the business provider and the consumer. However, the absence of written compensation standards has the potential to create legal uncertainty and open the door to injustice for consumers, especially in cases of serious losses. The right to compensation aims to restore the consumer's well-being. However, the lack of written standards regarding compensation can create uncertainty. Therefore, this right is crucial in resolving consumer disputes.

In addition to their rights, consumers also have obligations when using nail gel services. Consumers are required to follow the treatment procedures outlined by the business. Based on interviews, the salon asks consumers to comply with instructions throughout the treatment process. This obligation aims to avoid unwanted risks. If consumers ignore the procedures, the potential for losses increases. In such circumstances, the business's liability may be limited.

Another consumer obligation is to provide accurate information regarding the condition of their nails or any history of allergies. According to the salon owner, consumers are usually asked about their nail condition before the service is performed. This information is used to adjust the product selection. If consumers are dishonest, the risk of nail irritation or damage can occur. Therefore, the obligation to provide accurate information is crucial. This reflects a shared responsibility between consumers and businesses.

Consumers are also obligated to pay the agreed service fee. Based on interviews, the service price was disclosed before the treatment was performed. With this agreement, consumers are obligated to fulfill their payment obligations. Fulfillment of this obligation

forms the basis for the validity of the service contract. If consumers fail to fulfill their payment obligations, the business may suffer losses. Therefore, a balance between rights and obligations must be maintained.

Nail gel salon business operators in Badung Regency have an obligation to have good faith in carrying out their business activities. Good faith is reflected in the attitude of business actors in providing professional services. Based on the results of the interview, the salon tries to provide services according to consumer requests. Business actors also try to maintain good relationships with customers. This obligation to have good faith is the basis of consumer trust. If good faith is violated, the potential for disputes will increase.

Another obligation of business actors is to provide correct and responsible information. Based on the results of interviews, the information provided is generally related to procedures and service costs. However, there is still room to improve the clarity of information regarding the risks of using nail gel. Business actors are obliged to ensure consumers understand this information. This obligation aims to protect consumers from losses. With clear information, consumers can make conscious decisions.

Business actors are also obliged to guarantee the quality and quality of the services provided. Based on information from the salon owner, service results are the main priority in maintaining customer satisfaction. If the service results are not appropriate, the salon is willing to make improvements. This obligation reflects the responsibility of business actors towards consumers. However, quality assurance is still an internal policy. Clarity of quality standards can provide legal certainty for consumers.

Apart from that, business actors are obliged to maintain cleanliness and safety in nail gel services. Based on the results of interviews, equipment is cleaned regularly before use. Equipment cleanliness aims to prevent the transmission of disease or infection. The use of safe materials is also part of the obligations of business actors. If hygiene standards are ignored, consumers can be harmed. Therefore, this obligation is closely related to consumers' rights to safety.

In the event of a complaint, business actors are obliged to respond quickly and responsibly. Based on the results of the interview, complaint resolution is usually carried out directly through deliberation. This approach aims to maintain good relations between business actors and consumers. Business actors try to provide solutions that are acceptable to both parties. However, this mechanism is still informal. This condition has the potential to create uncertainty if a more serious dispute occurs.

Fulfillment of rights and obligations between business actors and consumers greatly influences the occurrence of disputes. If both parties carry out their obligations well, the potential for conflict can be minimized. However, if a violation occurs, consumers have the right to demand responsibility. Business actors also have the right to receive legal protection if they have carried out their obligations according to the provisions. A balanced legal relationship creates legal certainty for the parties. Therefore, the regulation of rights and obligations is the basis for resolving nail gel consumer disputes.

Understanding consumer dispute resolution cannot be separated from the concept of dispute itself. A dispute is basically a difference of opinion or conflict of interest between two or more parties due to a violation of rights or obligations. In the context of nail gel services, disputes can arise when consumers feel disadvantaged by the services they receive. These

losses can include nail damage, skin irritation, or dissatisfaction with the results of the service. When a dispute occurs, a resolution mechanism is needed that is in accordance with legal provisions (Veta Lidya et.al, 2024: 1677). Dispute resolution aims to restore the balance of the rights and obligations of the parties.

The concept of dispute resolution emphasizes efforts to find a solution to a legal problem in a directed manner. Consumer dispute resolution must be carried out legally and based on a sense of justice. This aims to ensure that no party feels unilaterally disadvantaged. In civil law, dispute resolution can be done through non-litigation or litigation. Settlement through deliberation is the preferred first step. If an agreement cannot be reached, legal action can be taken as a last resort.

Law Number 8 of 1999 concerning Consumer Protection provides a legal basis for resolving consumer disputes. Article 4 of Law Number 8 of 1999 stipulates that: "Consumer rights are the right to comfort, security and safety in consuming goods and/or services" as well as "the right to obtain advocacy, protection and appropriate efforts to resolve consumer protection disputes."

Thus, consumers are given the right to legal protection if they experience losses due to the use of goods and/or services from business actors. Business actors are also obliged to be responsible for the services provided. This regulation aims to create legal certainty for both parties. With legal certainty, disputes can be resolved fairly and proportionally.

Consumer protection encompasses all efforts to ensure legal certainty for consumers. This principle positions consumers as legal subjects who must be protected from harmful business practices. This protection is not only economic but also relates to health and safety. (Ayu Nanda et.al, 2024: 1330) In gel nail services, consumer protection is particularly relevant because it involves the use of chemicals and direct action on the body. The risks that arise require oversight and responsibility from business actors. Therefore, consumer protection is a crucial element in this legal relationship.

Consumer protection also has a constitutional basis that guarantees the right to health and a good environment. This right is relevant to beauty salon services that directly involve the human body. Gel nail services must be conducted with due regard for health and safety standards. If a business actor neglects these aspects, the consumer is entitled to legal protection. The state, through legislation, exists to guarantee these rights. Therefore, consumer protection is not only a private matter but also a public interest.

Beauty salons, as service providers, have legal responsibilities for every service they provide. Salons specialize in body care services using cosmetic tools and materials. This activity requires a high level of expertise and care. Errors or negligence in service can result in harm to consumers. Therefore, salon providers are required to meet professional standards. This responsibility forms the basis for any consumer disputes.

Gel nail services, as part of the art of nail art, carry certain risks. The use of synthetic materials and certain techniques can impact nail and skin health. These risks require businesses to provide safe and procedural services. Consumers also need to understand that every treatment carries potential risks. Therefore, information transparency is a crucial element of consumer protection. If risks are not properly explained, disputes can arise.

Legal protection for consumers of gel nail services includes preventive and repressive measures. Preventive protection is implemented through legal regulations and the fulfillment

of business actors' obligations before a dispute occurs.⁵² (Rusdianto Sesung, 2025: 672). Repressive protection is implemented after a violation or loss occurs. These two forms of protection complement each other.

Based on the results of research conducted on June 11, 2026, with consumers and interviews with nail gel business actors at the research location on June 10, 2026, it can be seen that the fulfillment of consumer rights as stipulated in Law Number 8 of 1999 concerning Consumer Protection has in principle been attempted, particularly regarding the right to good service and compensation in the event of a loss. Business actors are generally willing to provide responsibility in the form of service improvements or certain compensation if consumers experience dissatisfaction or minor losses.

However, upon further examination of Article 4 of the Consumer Protection Law, consumer rights protection has not been fully implemented optimally. This is evident in the continued lack of clear and complete information regarding the risks of using nail gel products, particularly regarding potential side effects on nail and skin health. This situation indicates that consumers' right to correct, clear, and honest information, as stipulated in Article 4 letter c of the Consumer Protection Law, has not been fully fulfilled. Furthermore, protection of consumers' rights to comfort, safety, and security still relies on internal business practices and policies, without written standard operating procedures specifically governing consumer protection. As a result, the legal protection received by consumers is relative and does not provide the legal certainty required by the Consumer Protection Law.

Therefore, although businesses have made efforts to protect the rights of nail gel consumers in the research locations, this protection does not fully comply with the provisions of the Consumer Protection Law. The protection provided remains practical and informal, potentially leading to consumer disputes if more serious losses occur.

The model for resolving consumer disputes in nail gel salons in Badung Regency is generally carried out through a family approach. This approach prioritizes deliberation and consensus between businesses and consumers. The primary goal of this mechanism is to reach a fair resolution without harming either party. Amicable resolution is considered more effective than formal channels. Furthermore, this mechanism can maintain good relationships between businesses and consumers. Therefore, a win-win solution approach is the primary choice for dispute resolution.

Based on research conducted with businesses on June 10, 2026, disputes typically begin with consumer complaints regarding the results of gel nail services. These complaints can include dissatisfaction with the final result, nail discomfort, or specific reactions after the treatment. Consumers submit complaints directly to the salon. Complaints are conveyed verbally and openly. The salon provides a space for consumers to explain their problems. This process demonstrates two-way communication between the parties. After the complaint is submitted, the salon responds openly and non-defensively. The business seeks to understand the problem from the consumer's perspective.

This attitude reflects good faith in resolving the dispute. Businesses do not outright reject the complaint. Instead, the salon provides clarification regarding the service provided. This clarification is the first step in finding a joint solution. The next stage is an evaluation of the service procedures that have been implemented. The evaluation aims to determine whether there are any technical errors or omissions. The business owner reassesses the use

of products, tools, and techniques. If any deficiencies are found, the salon acknowledges them. This acknowledgement serves as the basis for determining the form of responsibility. Thus, the resolution process is carried out objectively. The most common form of dispute resolution is service improvement. This improvement is carried out at no additional cost to the consumer. Re-treatment is provided as a form of accountability for previous service. Consumers generally welcome this solution. Service improvement is considered capable of restoring consumer satisfaction. This reflects the achievement of a win-win solution. In addition to service improvement, another form of resolution is compensation. Compensation is provided if the consumer experiences certain losses. This form of compensation can take the form of discounts or additional services. Compensation is based on mutual agreement. This agreement is reached through deliberation between consumers and businesses. Thus, neither party feels disadvantaged. Amicable dispute resolution aligns with the consumer protection principles stipulated in Law Number 8 of 1999. This law provides space for dispute resolution outside the courts. Non-litigation resolution is prioritized to achieve justice simply and expeditiously. The amicable mechanism is one form of non-litigation resolution. This approach emphasizes the agreement of the parties; therefore, this practice complies with applicable legal provisions. The amicable approach also reflects the principle of justice in consumer protection. Consumers receive redress for any losses they experience. (Kana Kurnia & Okta Nofia Sari, 2023: 95) Businesses can maintain their reputation and customer trust. A balance of rights and obligations can be maintained. Dispute resolution is not oriented toward winning or losing. Instead, resolution is directed toward the satisfaction of both parties.

The win-win solution mechanism also reflects the principle of benefit. Dispute resolution is carried out quickly without complicated procedures. Consumers do not have to incur additional costs for legal proceedings. Businesses are also not burdened by lengthy court proceedings. Thus, this resolution provides practical benefits to all parties. This principle of benefit underlies the effectiveness of family-based resolution.

Furthermore, the family-based mechanism reflects the principle of substantive legal certainty. Even though it is not in writing, the agreement reached still has moral and social value. Consumers feel their rights are respected and fulfilled. Businesses demonstrate responsibility for the services provided. Legal certainty does not always have to be achieved through a court decision. In this context, legal certainty is achieved through voluntary agreements.

In practice, most consumers prefer direct resolution with business actors. This resolution is considered more convenient and less stressful. Consumers can submit complaints directly without formalities. Business actors can also provide solutions immediately. The personal relationship between consumers and business actors is a supporting factor. Therefore, this mechanism is considered effective in providing services.

However, the family-based resolution mechanism has limitations. The lack of written procedures can lead to differences in perception. Resolution depends heavily on the good faith of the parties. If one party is uncooperative, resolution can be hampered. Consumers may also feel hesitant if the losses they have suffered are serious.

This situation demonstrates the need for caution in implementing the family mechanism. However, based on interviews, to date, disputes have been resolved amicably. Consumers feel the solutions offered are fair. Businesses also demonstrate responsibility for

complaints that arise. This demonstrates the effectiveness of the win-win solution mechanism. Trust between consumers and businesses is maintained, thus ensuring harmonious dispute resolution.

Dispute resolution through a family method also reflects the culture of deliberation that is developing in society. Deliberation serves as a means to reach a mutual agreement. Each party is given the opportunity to express their opinion. Decisions are made based on mutual agreement. This approach avoids protracted conflict. These social values support the success of the dispute resolution mechanism.

This mechanism also encourages businesses to improve service quality. Consumer complaints are used as evaluation material. Businesses can improve procedures and service standards. Thus, disputes become a learning opportunity. Consumers also feel their role is valued. This creates a mutually beneficial relationship.

In the context of consumer protection, a win-win solution mechanism is a practical form of legal protection. Legal protection is realized not only through sanctions but also through fair resolution. Consumers receive assurance that their complaints are addressed, and businesses demonstrate compliance with consumer protection principles. Thus, the goals of consumer protection can be achieved. This mechanism provides a realistic solution in practice.

If amicable settlement fails, consumers still have the right to pursue legal action. Legal action is a last resort if deliberation fails. However, based on interviews, this situation rarely occurs. Amicable resolutions generally meet consumer expectations. This demonstrates the effectiveness of the amicable mechanism. Dispute resolution can be achieved without open conflict.

The consumer dispute resolution mechanism at Geworldbeauties Salon in Badung Regency prioritizes a amicable approach. Deliberation is the primary means of resolving disputes. A win-win solution is the goal sought by all parties. This mechanism provides fairness, certainty, and benefits in a balanced manner. The relationship between consumers and businesses remains strong. Therefore, the amicable approach is an effective and relevant dispute resolution mechanism in nail gel services.

CONCLUSION AND SUGGESTIONS

Based on the discussion above, the author can draw conclusions to address the problems raised in this paper, namely:

1. Business actors' accountability for losses suffered by nail gel consumers at salons in Badung Regency has been implemented, but not optimally. In principle, the regulatory standards regarding consumer protection are not only derived from Law Number 8 of 1999 concerning Consumer Protection, but are also supported by provisions of the Civil Code and technical regulations in the health and cosmetics sectors that govern safety, hygiene, and quality standards for beauty services. Initial accountability for nail gel consumers is carried out preventively, reflected in the business actor's obligation to provide accurate, clear, and honest information to consumers, implement health and hygiene standards for equipment, and use safe nail gel products in accordance with statutory provisions. Meanwhile, repressive accountability is realized through the business actor's obligation to be responsible for losses experienced by consumers, both through compensation and through available dispute

resolution mechanisms. However, based on normative studies and empirical findings, the implementation of legal protection for nail gel consumers in salon businesses in Badung Regency is not yet fully optimal. Although efforts to protect and account for business actors have been implemented, weaknesses remain, particularly in the aspect of providing in-depth information regarding service risks and ensuring accountability mechanisms in the event of losses.

2. The dispute resolution model for business actors regarding losses caused by nail gel consumers in salon businesses in Badung Regency is a service agreement relationship that gives rise to rights and obligations for the parties. Consumers have the right to obtain comfort, security, safety, and correct and clear information regarding the services provided, while business actors are obliged to provide services in accordance with standard operating procedures and provisions of laws and regulations in the field of consumer protection. Failure to fulfill these rights and obligations has the potential to give rise to consumer disputes. The dispute resolution model applied to Nail gel Salon businesses in Badung Regency is generally carried out through non-litigation channels by prioritizing deliberation and a family approach. Dispute resolution is carried out through clarification and evaluation of the services provided, as well as providing service improvements or compensation based on the agreement of the parties to achieve a win-win solution. Although this mechanism is considered effective in maintaining good relations between consumers and business actors, because it is still informal, it is necessary to strengthen the dispute resolution model mechanism that is clearer and more structured in order to provide maximum certainty of business actor accountability and optimal legal protection for consumers.

Recommendations

1. Businesses, particularly nail gel salons in Badung Regency, are advised to improve their implementation of standard operating procedures for nail gel services, particularly regarding safety, hygiene, and the use of cosmetic ingredients. Businesses should also provide clear information regarding service procedures and risks and establish a written mechanism for handling consumer complaints to ensure certainty and legal protection for consumers.

2. Nail gel consumers are expected to better understand their rights, obligations, and the principle of prudence as stipulated in Law Number 8 of 1999 concerning Consumer Protection and to be more careful in selecting nail gel services. If they experience losses, consumers are expected to be courageous in filing complaints and demanding appropriate accountability.

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