

Responsibilities of Business Actors to Protect Human Rights in Business Law

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Abstract.

This study discusses the responsibilities of business actors for the protection of human rights (HAM) in the context of business law in Indonesia. The approach used is normative juridical, focusing on the study of laws and regulations, scientific literature, journals, and legal documents related to the responsibilities of business actors to consumers, workers, society, and the environment. Primary data includes regulations such as Law Number 8 of 1999 concerning Consumer Protection and Presidential Regulation Number 60 of 2023 concerning the National Strategy for Business and Human Rights, while secondary data is obtained from journals, books, and scientific articles. The analysis technique applied is qualitative descriptive to interpret regulations and practices for the implementation of human rights in business. The results of the study show that business actors have multidimensional responsibilities, ranging from consumer protection, workers' rights, to responsibility for society and the environment, including in the digital era. Although the legal framework already exists, implementation on the ground faces obstacles such as regulatory limitations, lack of understanding of business actors, weak supervision, and conflicts between economic interests and human rights. The role of the state is proven to be strategic through the drafting of regulations, the enforcement of administrative, civil, and criminal sanctions, the supervision of consumer protection institutions, and the strengthening of corporate governance. This study concludes that human rights protection in Indonesian business law is comprehensive, but its effectiveness requires synergy between business actors, the state, supervisory institutions, and the community. The suggestions include improving human rights education, strengthening oversight mechanisms, improving corporate governance, adapting regulations to the digital era, and multi-stakeholder collaboration to ensure fair and sustainable business practices.

Keywords: Business Responsibility; Human Rights; Business Law and Consumer Protection.

I. INTRODUCTION

The development of the business world and business activities in Indonesia has experienced very rapid growth in line with technological advances, economic globalization, and increasing societal needs. Business activities carried out by entrepreneurs are not only aimed at generating profits, but also have a broad impact on the social, economic, and legal life of society. In this context, business law plays a strategic role in regulating the relationship between entrepreneurs, consumers, workers, and the state to create justice, legal certainty, and the protection of basic human rights. Therefore, the responsibility of entrepreneurs to protect human rights (HAM) is a crucial issue that cannot be separated from modern business law practices. Human rights are fundamental rights inherent in every human being from birth and must be respected, protected, and fulfilled by the state and other parties, including businesses. In business practices, human rights violations can occur in various forms, such as violations of consumer rights, labor exploitation, discrimination against workers, violations of the right to product safety, and misuse of consumer personal data in the digital era. Susantri (2022) emphasizes that consumer rights protection is an integral part of human rights protection, as consumers have the right to security, comfort, correct information, and fair treatment in business transactions. Business actors' responsibility towards human rights has become increasingly relevant with the enactment of various regulations emphasizing the importance of ethical and human rights-oriented business practices.

One important policy is Presidential Regulation Number 60 of 2023 concerning the National Strategy for Business and Human Rights. According to Elsita and Simamora (2025), this national strategy aims to ensure that business activities in Indonesia align with human rights principles, including the obligation of business actors to respect, protect, and restore the rights of those impacted by business activities. This demonstrates a paradigm shift from solely profit-oriented businesses to businesses grounded

in social and humanitarian responsibility. In practice, many businesses still do not fully understand or fulfill their responsibilities to protect human rights. Various studies have shown that businesses violate consumer rights, such as delayed service, defective products, inaccurate information, and losses resulting from electronic transactions. Fahrizal, Anatami, and Nurkhotijah (2022) and Saleh, Kasim, and Bakung (2023) stated that businesses have a legal obligation to provide compensation for consumer losses as a form of legal responsibility and respect for consumer rights as part of human rights. Furthermore, the development of digital businesses and e-commerce also presents new challenges in human rights protection. Cases of consumer data theft, misuse of personal information, and product mismatches in online transactions demonstrate the weak protection of consumer rights in the digital space.

Nugraha, Andayani, and Tumanggor (2023) and Nanda et al. (2025) emphasize that personal data protection is a human right that must be guaranteed by e-commerce businesses through adequate security systems and compliance with laws and regulations. In the employment sector, businesses also have a significant responsibility to ensure the fulfillment of workers' rights, such as the right to decent wages, safe working conditions, and non-discriminatory treatment. Sihombing and Sihombing (2024) and Ulya et al. (2025) show that discriminatory practices and neglect of workers' rights, including those of people with disabilities, persist, contradicting human rights principles and labor law. This confirms that human rights violations in business not only harm individuals but also undermine the values of justice and humanity within the national legal system. Furthermore, in the natural resources and plantation sectors, human rights violations frequently occur due to land conflicts, environmental damage, and the neglect of local community rights. Qurbani and Rafiqi (2022) and Gultom and Rumainur (2022) argue that businesses in this sector must apply the principle of prudence and human rights responsibility to ensure that business activities do not cause suffering to the surrounding community and environment. The research problem formulation focuses on the responsibility of business actors to protect Human Rights within the framework of business law in Indonesia. The main problem examined is how the legal regulations govern the responsibility of business actors to protect Human Rights and the extent to which these provisions are implemented in business practices.

Furthermore, this research also examines the forms of business actors' responsibilities to fulfill and protect Human Rights, both for consumers, workers, and other parties affected by business activities. Further problems relate to various obstacles faced in implementing business actors' responsibilities, including regulatory barriers, supervision, and legal awareness of business actors. Finally, this research examines the role of the state and law enforcement mechanisms in ensuring that business actors carry out their obligations to protect Human Rights in accordance with the principles of justice, legal certainty, and benefit. Based on this description, it can be concluded that the responsibility of business actors to protect human rights is a fundamental aspect of business law. Protecting human rights is not only a moral obligation but also a legal obligation stipulated in various laws and regulations. Therefore, examining the responsibility of business actors to protect human rights in business law is crucial to providing a comprehensive understanding of the role of business actors in creating fair, ethical, and sustainable business practices.

II. LITERATURE REVIEW

Human Rights in Business Law Perspective

Human rights (HAM) are fundamental rights inherent in every individual from birth and must be respected, protected, and fulfilled. In modern legal developments, human rights are not only the responsibility of the state but also of non-state actors, including businesses. Increasingly complex and massive business activities have the potential to directly and indirectly impact the fulfillment of human rights. Therefore, business law is required to accommodate human rights principles to ensure that business activities do not lead to injustice and violations of basic human rights. Susantri (2022) states that the relationship between human rights and business law is very close, especially in the context of consumer protection. Consumers have the right to security, comfort, accurate information, and fair treatment. These rights are part of human rights that must be respected by business actors. Therefore, violations of consumer rights in business practices can be classified as human rights violations. The strengthening of the relationship between business and human rights has become increasingly evident with the establishment of the National

Strategy on Business and Human Rights. Elsita and Simamora (2025) emphasized that Presidential Regulation Number 60 of 2023 serves as the legal basis for integrating human rights principles into national business practices. This regulation emphasizes that businesses must respect human rights through internal company policies, violation prevention mechanisms, and remedial measures in the event of human rights violations resulting from business activities.

The Concept of Business Actors' Responsibility in Business Law

Business actors' liability is a legal obligation to bear the consequences of their business activities, particularly if they result in losses for other parties. From a business law perspective, this responsibility is not only contractual but also relates to social responsibility and human rights. Saleh, Kasim, and Bakung (2023) explain that business actors are responsible for consumer losses arising from the use of traded goods or services, whether due to error or negligence. Fahrizal, Anatami, and Nurkhotijah (2022) highlight the responsibilities of business actors in the transportation sector, where service delays can harm consumers both materially and immaterially. These losses indicate a violation of consumers' rights to adequate service. This emphasizes that business actors' responsibility is a manifestation of respect for human rights in business practices. Mahayani, Zuhairi, and Saleh (2022) and Susandi, Martam, and Rahim (2025) also emphasize that business actors are responsible for defective products or products that cause harm to consumers. This responsibility includes the obligation to provide compensation and ensure product safety. This protection aligns with human rights principles that guarantee everyone's right to safety and security.

Consumer Protection as Part of Human Rights

Consumer protection is a concrete form of human rights protection in the realm of business law. Consumers, as parties in a vulnerable position in legal relations with business actors, require adequate legal protection to prevent their rights from being violated. Pratiwi (2024) emphasized that Law Number 8 of 1999 concerning Consumer Protection is a concrete manifestation of the rule of law in guaranteeing the fulfillment of consumer rights. This law positions consumers as legal subjects who have the right to comfort, security, safety, and correct and honest information when consuming goods and/or services. Consumer protection, as part of human rights, emphasizes that violations of consumer rights are not merely civil or administrative, but also have a human rights dimension. Consumers have the right to receive fair and non-discriminatory treatment and to be free from misleading and detrimental business practices. In this context, the responsibility of business actors is crucial to ensuring the fulfillment of consumers' basic human rights. However, various studies show that consumer rights violations still frequently occur in everyday business practices.

Purwito (2023) stated that the circulation of expired products in the market constitutes a serious violation of consumers' rights to safety and security. Products that are unfit for consumption not only cause material losses but also have the potential to endanger consumers' health and safety, which are human rights. Furthermore, Sinaga et al. (2024) highlighted the practice of discrepancies between label prices and the price at the checkout as a violation of business actors' obligations to provide accurate and transparent information. This practice demonstrates dishonesty that harms consumers and violates their right to obtain accurate information. Tuwaidan (2024) emphasized that providing false or misleading information to consumers can be classified as a legal violation and a violation of human rights, as it eliminates consumers' right to make free and informed decisions. Furthermore, Rosando (2024) and Ma'ruf and Sushanty (2022) show that consumer rights violations occur not only in large, formal businesses but also in everyday service businesses, such as delivery services and hairdressing services. This demonstrates that consumer protection, as part of human rights, applies broadly and encompasses all business sectors, regardless of scale and type of business activity. Therefore, every business actor has the same obligation to respect and protect consumer rights.

Human Rights and Responsibilities of Business Actors in the Digital Era

The advancement of information technology and the rapid growth of e-commerce have brought significant changes to modern business practices. The digitalization of business activities provides convenience, efficiency, and broad access for the public to obtain goods and services. However, on the other hand, this development also presents serious challenges to the protection of human rights, particularly regarding consumer rights to privacy, data security, and fair treatment. In this context, business actors'

responsibilities are no longer limited to the quality of goods and services, but also encompass the secure and responsible management of consumers' personal data. Pardosi and Primawardani (2020) revealed that online lending practices often lead to human rights violations, particularly regarding the rights to privacy and humane treatment. Many consumers experience intimidation, the disclosure of personal data, and psychological stress due to unethical debt collection practices. These actions not only violate positive law but also violate human dignity as human rights subjects.

This demonstrates the high potential for digital businesses to violate human rights if not accompanied by adequate oversight and accountability. Furthermore, Nugraha, Andayani, and Tumanggor (2023) emphasized that the theft and misuse of consumer data in e-commerce transactions constitutes a violation of the right to personal data protection. Consumers' personal data, such as identity, contact numbers, and financial information, constitutes a human right that must be protected. Data leaks not only cause material losses but can also create a sense of insecurity and public distrust in digital systems. Therefore, e-commerce businesses are obliged to provide reliable security systems and be responsible for any violations that occur due to their negligence. Furthermore, Nanda et al. (2025) stated that human rights in the digital era have expanded in meaning, with the right to privacy and personal data protection becoming an essential part of modern human life. Digital businesses are required to respect these rights by implementing the principles of prudence, transparency, and accountability in managing consumer data. Failure to protect personal data can be categorized as a serious human rights violation, given that personal data is closely related to individual identity and freedom.

In line with this, Nugraha, Tahir, and Azzauffa (2025) emphasized that digital businesses have a legal responsibility to provide adequate protection to consumers, including in application-based services and online transportation. This responsibility includes providing clear information, ensuring transaction security, and providing effective complaint and dispute resolution mechanisms. Therefore, consumer protection in the digital era is not merely normative but must be concretely realized in daily business practices. Based on this description, it can be concluded that the digital era demands an expansion of the concept of business actors' responsibility in protecting human rights. Business actors no longer act merely as service providers but also as parties responsible for safeguarding basic consumer rights in the digital space. Human rights protection in digital businesses is a crucial element of modern business law, ensuring fairness, legal certainty, and public trust in technological developments.

Responsibilities of Business Actors towards Workers

In addition to their responsibility to consumers, businesses also play a crucial role in fulfilling and protecting workers' rights as part of human rights. Workers are legal subjects with fundamental rights that must be respected in every employment relationship, such as the right to decent wages, safe working conditions, fair treatment, and protection from discriminatory actions. In the context of business law, fulfilling workers' rights is not only a moral obligation but also a legal obligation that businesses must fulfill. Octaviani and Suardana (2019) emphasized that late payment of overtime wages constitutes a violation of workers' rights and violates human rights principles. Wages are the primary source of livelihood for workers and their families, so late or negligent payment can directly impact workers' well-being and dignity. This practice demonstrates an imbalance between employers and workers, potentially leading to exploitation and human rights violations in employment relationships. Furthermore, fulfilling workers' rights also includes protecting vulnerable groups, such as people with disabilities. Sihombing and Sihombing (2024) highlight the importance of fulfilling the rights of people with disabilities in the employment sector as part of the implementation of Presidential Regulation Number 60 of 2023 concerning the National Strategy for Business and Human Rights. Business actors are obliged to provide equal employment opportunities, provide adequate accommodation, and create an inclusive work environment for people with disabilities.

Neglecting these obligations can be categorized as a form of discrimination that violates human rights. In addition to wages and non-discrimination, employers' responsibilities to workers also include ensuring occupational safety and health. A safe work environment is a fundamental worker right that employers must fulfill. Failure to provide adequate occupational safety standards can lead to the risk of accidents and losses for workers, ultimately violating their right to a sense of security and personal

protection. Therefore, employers are required to implement occupational safety and health standards in accordance with statutory provisions. Ulya et al. (2025) added that strengthening corporate governance is a crucial factor in preventing discrimination and violations of workers' rights. Good corporate governance promotes transparency, accountability, and adherence to human rights principles in human resource management. Through clear internal policies and effective oversight mechanisms, businesses can ensure that workers' rights are respected and protected on an ongoing basis. Thus, business actors' responsibilities towards workers are an integral part of business law oriented toward human rights protection. Fulfilling workers' rights not only creates fair and harmonious employment relationships but also contributes to business sustainability and social stability. Therefore, businesses are required to prioritize human rights protection as a primary principle in their employment management.

Natural Resource Business and Human Rights Challenges

The natural resources business sector presents complex challenges related to the implementation of human rights. Mining, plantations, forestry, and other resource extraction activities often have social, economic, and environmental impacts on surrounding communities. Land conflicts, environmental degradation, and the neglect of the rights of indigenous or local communities are key issues that can lead to human rights violations. In the context of business law, business actors' responsibilities extend beyond achieving economic profit and must also encompass the protection of the fundamental rights of communities affected by business activities. Qurbani and Rafiqi (2022) emphasize that business practices in the natural resources sector must maintain a balance between economic interests and human rights protection. Focusing solely on profitability without considering social and environmental impacts increases the risk of human rights violations, such as forced evictions, environmental damage that threatens livelihoods, and the marginalization of local communities. Therefore, companies operating in the natural resources sector are required to implement sustainable and responsible business principles, including conducting social and environmental risk assessments before operating.

The implementation of the national business and human rights strategy, as stipulated in Presidential Regulation No. 60 of 2023, serves as an important guide for businesses to carry out their obligations ethically and legally. Gultom and Rumainur (2022) emphasized that plantation businesses have a moral and legal obligation to fulfill the human rights of surrounding communities. This obligation includes respecting land rights, a healthy environment, and the right to obtain information and participate in decisions that impact their lives. Violation of these obligations can not only lead to social conflict but also impact the company's reputation and long-term business sustainability. Therefore, the principle of human rights due diligence is crucial, requiring companies to proactively identify, prevent, and address the risks of human rights violations that may arise from their operations. Furthermore, environmental issues are a key focus in relation to human rights in the natural resources sector. Uncontrolled exploitation of natural resources can lead to ecosystem destruction, water pollution, and the loss of local livelihoods. This directly impacts people's human rights to a decent standard of living, sufficient food, and access to a healthy environment.

Therefore, businesses have a responsibility to implement sustainable business practices, such as the use of environmentally friendly technologies, monitoring socio-ecological impacts, and involving communities in decision-making. Furthermore, the implementation of corporate social responsibility (CSR) is one instrument for integrating human rights protection into business activities in the natural resources sector. Through CSR, companies can provide economic, educational, and infrastructure benefits to affected communities while minimizing the risk of human rights violations. This approach emphasizes that business actors' responsibilities are not only formal legal but also moral and ethical. Thus, businesses in the natural resources sector require business actors to apply holistic principles of responsibility, combining legal compliance, human rights protection, and environmental sustainability. Human rights violations in this sector not only harm society but can also threaten business continuity and social stability. Therefore, the implementation of human rights obligations is an integral part of modern business law, which emphasizes the balance between economic interests and respect for human rights.

The Role of the State and Supporting Institutions

Human rights protection in the context of business law cannot be separated from the role of the state and supporting institutions. The state has a strategic role as regulator, supervisor, and law enforcer, ensuring that businesses carry out their responsibilities in accordance with human rights principles. State involvement in regulation, supervision, and law enforcement is a crucial prerequisite for creating a fair, transparent, and sustainable business ecosystem. Hana and Billqhis (2025) emphasized that consumer protection institutions play a strategic role in ensuring the fulfillment of consumer rights. These institutions not only act as supervisors of business practices but also as mediators and facilitators in resolving disputes between consumers and businesses. The functions of consumer protection institutions include educating the public about their rights, receiving complaints, and issuing sanctions or recommendations for businesses that violate them. Thus, these institutions are at the forefront of ensuring that consumer rights are protected and businesses comply with their legal obligations. In addition to consumer protection institutions, Efendy and Suherman (2024) emphasize that the state has an obligation to protect human rights through a legal framework and due diligence standards. The principle of due diligence requires businesses to proactively identify, prevent, and address potential human rights violations that may arise in their business activities. The state is responsible for providing a clear legal framework, operational standards, and effective oversight mechanisms so that businesses can be held accountable for the impacts of their activities on consumers, workers, and the wider community.

Without an active state role, the implementation of human rights responsibilities in the business sector can be weak and ineffective. The state's role also includes imposing sanctions on businesses that violate human rights and empowering supporting institutions, including non-governmental organizations (NGOs) engaged in human rights advocacy and consumer protection. Synergy between the state and these supporting institutions is crucial for creating a checks and balances mechanism, through which business compliance with human rights principles can be continuously monitored. The existence of an effective oversight mechanism also promotes a responsible and ethical business culture. Furthermore, the state has a responsibility to provide education and outreach regarding human rights in business to the public and business actors. This education includes an understanding of consumer rights, workers' rights, business responsibilities, and legal procedures that can be taken in the event of violations. By increasing legal and human rights awareness, the public can be more proactive in demanding their rights, while businesses are encouraged to implement business practices that comply with human rights standards. Based on this, protecting human rights in business law is a shared responsibility between the state and businesses. The state acts as a regulator and supervisor, while businesses act as direct implementers, obligated to respect and protect the rights of consumers, workers, and affected communities. Synergy between the two parties is crucial to ensure the effective application of human rights principles in business practices, thus creating a fair, safe, and sustainable business ecosystem.

III. METHODS

Types of research

This research uses a normative juridical research approach that focuses on the study of positive law and human rights principles in business practices. The normative juridical approach aims to analyze the legal basis, regulations, and responsibilities of business actors regarding human rights protection. This research focuses on legal documents, legislation, scientific journals, and literature related to business law and human rights.

Data source

The data used in this study is divided into two types:

1. Primary data, namely laws and regulations governing consumer protection, workers' rights, and standards of business actors' responsibilities towards human rights, such as Law Number 8 of 1999 concerning Consumer Protection, Presidential Regulation Number 60 of 2023 concerning the National Strategy for Business and Human Rights, as well as regulations related to employment and e-commerce.
2. Secondary data, including scientific literature, journals, books, research reports, and articles discussing

human rights in a business context, business actor responsibilities, and consumer protection practices, were obtained from national and international journals relevant to the research. Some of the primary sources used as references include Elsita & Simamora (2025), Fahrizal et al. (2022), Pratiwi (2024), Nugraha et al. (2023), and Qurbani & Rafiqi (2022).

Data collection technique

Data collection was conducted through library research. Researchers examined scientific literature, regulations, journals, and relevant legal documents containing information on business actors' responsibilities to human rights in business practices. The data collection steps included:

1. Identify regulations and rules relevant to the responsibilities of business actors.
2. Review of scientific journals and research publications that discuss consumer protection, workers' rights, and natural resource sector businesses.
3. Analysis of secondary literature that supports the understanding of human rights implementation practices in business.

Data Analysis Techniques

The collected data was analyzed using qualitative descriptive analysis methods. Qualitative descriptive analysis aims to explain, interpret, and describe regulations and practices for implementing human rights in business law. Researchers focused on the following aspects:

- Fulfillment of consumer and worker rights by business actors.
- Legal obligations and moral responsibilities of companies in business practices.
- The role of the state and supporting institutions in ensuring the protection of human rights.

The analysis results are presented systematically based on the research subjects: consumers, workers, communities surrounding the natural resources sector, and business actors in the digital era. This approach allows researchers to provide a comprehensive overview of the relationship between business actors' responsibilities and human rights protection in the context of business law in Indonesia.

IV. RESULT AND DISCUSSION

Legal Regulations Concerning Business Actors' Responsibilities for the Protection of Human Rights in the Indonesian Business Legal System

Legal regulations regarding the responsibilities of business actors in protecting human rights (HAM) in Indonesia are an integral part of the principle of a state based on the rule of law, which integrates business interests with human rights protection. In this context, the state has a strategic role in ensuring that business actors not only pursue economic profit but also respect the fundamental rights of individuals affected by business activities. Elsita and Simamora (2025) emphasized that Presidential Regulation Number 60 of 2023 concerning the National Strategy for Business and Human Rights provides a strong legal basis for business actors in implementing business practices that respect human rights. This regulation requires companies to conduct due diligence, namely a systematic risk assessment procedure to ensure that all business activities do not result in violations of fundamental human rights, whether for consumers, workers, or communities affected directly or indirectly. In addition to these regulations, Law Number 8 of 1999 concerning Consumer Protection also emphasizes the responsibility of business actors to protect consumer rights. Consumer rights include the right to product and service safety, convenience, and accurate and honest information (Pratiwi, 2024; Saleh, Kasim, & Bakung, 2023).

This law positions consumers as legal subjects with certain rights that must be protected and respected by business actors. In its implementation, business law in Indonesia differentiates the responsibilities of business actors into three legal domains: civil, administrative, and criminal, which are adjusted according to the type and impact of the violation (Fahrizal, Anatami, & Nurkhotijah, 2022). For example, violations related to product safety can be subject to administrative sanctions in the form of business license revocation or fines, while violations that cause real harm to consumers can be subject to civil and criminal liability. This legal mechanism demonstrates the responsive and multi-layered nature of the business legal system in Indonesia, enabling it to uphold consumer rights while simultaneously providing a deterrent effect for negligent business actors. Furthermore, Nur (2023) highlighted that traditional retail

businesses also have a legal responsibility to compete fairly with modern retailers. This demonstrates that business law regulations focus not only on consumer protection but also on maintaining fair competition and respecting the rights of others.

Mahayani, Zuhairi, & Saleh (2022) added that business actors' responsibilities also include the obligation to repair defective products and compensate consumers for losses, which is a concrete form of human rights protection in the context of business law. In other words, every business actor must have internal mechanisms to ensure that the products and services provided do not harm consumers, either physically or financially. As technology advances, regulations related to e-commerce are becoming increasingly relevant in the context of human rights protection. Nugraha, Andayani, & Tumanggor (2023) emphasize that digital service providers are obliged to protect consumers' personal data in accordance with Law No. 8 of 1999. On the other hand, Nanda et al. (2025) add that digital business actors must comply with the principles of information security and confidentiality, so that their legal responsibilities are not limited to physical products but also include the protection of consumers' digital data. This demonstrates that business law in Indonesia continues to adapt to technological advances, while still emphasizing the importance of respecting human rights. Legal regulations also cover the natural resources sector, which often involves local communities and the environment. Qurbani & Rafiqi (2022) emphasize that businesses in this sector must balance economic interests with human rights protection.

For example, palm oil plantation businesses are obligated to respect local community rights, protect the environment, and ensure business activities do not harm surrounding communities (Gultom & Rumainur, 2022). Therefore, Indonesian business law establishes a comprehensive framework of business responsibilities, extending beyond consumers and workers to impacted communities and the environment. Ulya et al. (2025) add that good corporate governance is a key prerequisite for ensuring the effective implementation of human rights responsibilities. Overall, the legal regulations regarding the responsibilities of business actors in protecting human rights in Indonesia demonstrate a strong integration between economic interests, individual protection, and social responsibility. The existing business legal system provides a clear basis for businesses to implement ethical, fair, and human rights-compliant business practices, while emphasizing the importance of due diligence, regulatory compliance, and transparent corporate governance (Elsita & Simamora, 2025; Pratiwi, 2024; Ulya et al., 2025). Thus, Indonesia is building a legal foundation that allows businesses to take full responsibility for protecting human rights across various business sectors.

Forms of Business Actors' Responsibilities in Protecting Human Rights for Consumers, Workers, and Other Parties

Businesses' responsibilities to protect human rights (HAM) in Indonesia encompass various forms, from protecting consumers, workers, and affected communities to responsibilities in the digital realm. Each of these responsibilities has distinct characteristics and legal mechanisms, but all are aimed at ensuring human rights protection in everyday business practices. Consumer protection is a key aspect of business actors' responsibilities. Law Number 8 of 1999 concerning Consumer Protection affirms consumers' rights to obtain safe products and services, in accordance with the information provided, and free from fraudulent practices (Pratiwi, 2024; Saleh, Kasim, & Bakung, 2023). Purwito (2023) and Mahayani, Zuhairi, & Saleh (2022) highlight the continued circulation of expired or defective products in the market, which clearly harms consumers and constitutes a clear violation of their basic rights. This demonstrates that business actors' responsibilities are not merely theoretical but must be realized through product quality monitoring, a defective product recall system, and compensation for affected consumers. In addition to product safety, providing accurate and transparent information is a crucial responsibility of businesses. Sinaga et al. (2024) and Tuwaidan (2024) emphasize that discrepancies between prices on labels and at the checkout, or misleading product information, constitute a violation of consumer rights.

Meanwhile, Rosando (2024) and Ma'ruf & Sushanty (2022) point out that business actors' responsibilities also apply to the service sector, for example, delivery services and haircuts. Incorrect or unprofessional business practices in this service sector can still harm consumers and violate human rights principles, so businesses must ensure consistent and safe service quality. Responsibility for workers is

another important form of human rights protection in business law. Octaviani & Suardana (2019) emphasize that late payment of overtime wages is a direct violation of workers' rights and contrary to the principles of social justice. Sihombing & Sihombing (2024) add that the rights of people with disabilities in the workplace must be guaranteed, in accordance with the provisions of the National Strategy for Business and Human Rights. Ulya et al. (2025) emphasize that good corporate governance is a crucial instrument for preventing discrimination and violations of workers' rights. This includes implementing transparent policies regarding recruitment, remuneration, leave, occupational health, and other social protections, all of which are part of respect for human rights. In the context of the digital era, business actors' responsibilities also extend to protecting consumer data and privacy. Pardosi & Primawardani (2020) highlighted online lending practices that frequently violate user rights, for example, regarding privacy and inhumane collection mechanisms. Nugraha, Andayani, & Tumanggor (2023) emphasized that the theft or misuse of consumer data in e-commerce transactions constitutes a serious violation of the right to personal data protection.

Nanda et al. (2025) and Nugraha, Tahir, & Azzaulfa (2025) emphasized that this digital responsibility must be viewed as an integral part of human rights responsibilities, as personal data is a vital asset in modern life. Digital businesses are required to implement data security systems, encryption, and transparency mechanisms for the use of consumer data. In addition to consumers, workers, and digital users, business actors' responsibilities also extend to surrounding communities and the environment, particularly in the natural resources sector. Qurbani & Rafiqi (2022) emphasize that businesses in this sector must balance economic interests with the protection of human rights, including community rights to land, the environment, and social welfare. Gultom & Rumanur (2022) point out that plantation businesses have a legal and moral obligation to respect local community rights and manage the environment sustainably. This responsibility includes consulting with communities, providing fair compensation for land used, and implementing environmentally friendly practices to prevent ecosystem damage. Overall, business actors' responsibility towards human rights is multidimensional. It is not limited to consumers or workers but also encompasses other parties affected by business activities, both directly and indirectly. This responsibility requires the integration of ethical business practices, compliance with legal standards, and the implementation of transparent corporate governance oriented towards human rights protection. Therefore, businesses in Indonesia are required to adopt sustainable and responsible business principles, which encompass consumer protection, worker welfare, data security, and concern for the community and the surrounding environment.

Obstacles in the Implementation of Business Actors' Responsibilities regarding Human Rights Protection

Businesses in Indonesia face various structural, technical, and cultural barriers to human rights protection. These barriers can reduce the effectiveness of human rights protection in business practices and harm consumers, workers, and other affected communities. One of the main obstacles is regulatory inconsistencies and limitations. Although Presidential Regulation Number 60 of 2023 concerning the National Strategy for Business and Human Rights provides a clear legal framework for businesses to implement human rights principles, its implementation in the field remains limited. Elsita & Simamora (2025) emphasize that the lack of socialization and oversight capacity is a significant obstacle. Many companies, especially small and medium-sized enterprises, do not fully understand their obligations to conduct due diligence regarding human rights. This condition leads to a lack of uniformity in the implementation of business practices that respect human rights, resulting in violations that often occur without effective sanctions. Furthermore, the conflict between economic goals and compliance with human rights is also a significant obstacle. Nur (2023) stated that intense business competition has led some businesses to focus more on increasing short-term profits than on fulfilling human rights responsibilities.

This is evident in cases of consumer rights violations, such as the distribution of expired products (Purwito, 2023) and price discrepancies between labels and cashiers (Sinaga et al., 2024). This situation demonstrates that despite clear regulations, business practices in the field often deviate from the principles of human rights protection due to considerations of economic gain. Weak oversight and law enforcement also pose significant obstacles. Nugraha, Andayani, & Tumanggor (2023) highlighted cases of consumer data theft in e-commerce transactions, demonstrating the ineffectiveness of digital oversight. Another factor

exacerbating this situation is the limited resources of supervisory agencies, including consumer protection agencies. Hana & Billqhis (2025) emphasized that supervisory agencies often face challenges in comprehensively monitoring all business actors, both in terms of personnel, budget, and technical capacity. This results in human rights violations by business actors often going undetected or optimally pursued. In the employment sector, obstacles arise from businesses' lack of understanding of human rights principles. Octaviani & Suardana (2019) highlight cases of late overtime payments as an example of workers' rights violations. Sihombing & Sihombing (2024) add that the rights of people with disabilities in the workplace are often ignored because companies view fulfilling these rights as an additional burden that reduces operational efficiency.

This suggests that obstacles to fulfilling employee responsibilities are not only regulatory in nature but also related to a corporate culture that lacks respect for human rights as part of a sustainable business strategy. The digital era presents additional technical and digital literacy barriers. Pardosi & Primawardani (2020) noted that online loan users often lack an understanding of their rights, allowing human rights violations to occur without consumers' awareness. Furthermore, digital businesses still lack a full understanding of their obligations to protect consumers' personal data, resulting in frequent cases of data theft or misuse of personal information. Nugraha, Tahir, & Azzaulfa (2025) added that the online transportation sector faces similar challenges, with existing regulations not fully detailing business actors' responsibilities and minimal oversight. Consequently, digital human rights violations remain high, despite the potentially far-reaching impacts on consumers. Other barriers are cultural and structural, particularly in the context of social and environmental responsibility. Qurbani & Rafiqi (2022) emphasize that in the natural resources sector, conflicts between companies and local communities still frequently occur due to companies' lack of understanding of community rights to land and the environment.

Gultom & Rumanur (2022) show that business practices that damage the environment or fail to involve local communities in decision-making can lead to systemic human rights violations. This suggests that barriers stem not only from legal or regulatory aspects, but also from corporate cultural values and a less participatory management approach. Overall, the obstacles to implementing business responsibilities regarding human rights are multidimensional. They include limited regulation and outreach, conflicts between economic interests and human rights, weak oversight and capacity of supervisory institutions, businesses' lack of understanding of human rights principles, technical challenges in the digital era, and cultural and structural barriers in relationships with surrounding communities. Overcoming these obstacles requires synergy between the state, supervisory institutions, businesses, and the community, with a focus on increasing human rights literacy, strengthening supervisory capacity, and implementing corporate governance oriented toward human rights protection.

Law Enforcement Efforts and the Role of the State in Ensuring Business Actors' Responsibility

Enforcing business actors' responsibilities for protecting human rights (HAM) cannot be separated from the state's strategic role as regulator, supervisor, and law enforcer. The state has a constitutional obligation to protect human rights through the effective and systematic application of laws. Efendy & Suherman (2024) emphasize that the legal framework and due diligence standards are crucial instruments for the state in ensuring that victims of human rights violations, including victims of human trafficking, receive adequate legal protection. These due diligence standards require business actors to conduct a systematic risk evaluation of potential human rights violations in each of their business activities and report on the mitigation measures they have taken. Furthermore, the government has a responsibility to protect people's personal data as part of human rights. Pramudito (2019) emphasized that secure population data management is a form of human rights protection that must be guaranteed by the state. In a business context, this requires business actors managing consumer data to comply with data protection regulations and ensure the security and confidentiality of personal information. Nugraha, Andayani, & Tumanggor (2023) added that digital service providers are obliged to protect consumer data in accordance with Law Number 8 of 1999 concerning Consumer Protection, and the state has a crucial role in enforcing these provisions through regulatory oversight.

Consumer protection institutions also play a strategic role in ensuring business compliance. Hana & Billqhis (2025) explain that these institutions act as mediators, supervisors, and providers of legal education to consumers and businesses. This mechanism helps identify violations early and provides administrative sanctions or recommendations for improvement that can encourage business compliance. Pratiwi (2024) emphasizes that administrative sanctions, such as business license revocation, fines, or official warnings, are important and effective instruments for preventing business practices that harm consumer rights. In addition to administrative sanctions, civil and criminal legal mechanisms are also important tools in upholding human rights. Tamburian (2021) points out that culinary businesses that violate food safety standards can be subject to civil and criminal liability. Susandi, Martam, & Rahim (2025) add that producers of defective or hazardous goods have a legal responsibility to remedy consumer losses. With clear sanctions, businesses have an incentive to ensure their business practices align with human rights protections. The digital era brings new challenges and opportunities for law enforcement. Nugraha, Tahir, & Azzaulfa (2025) emphasize that e-commerce regulations must be clear and accompanied by strict oversight to protect consumer rights from data theft, fraud, or misleading information. Nanda et al. (2025) add that developing regulations that adapt to technological developments is key to ensuring digital businesses are responsible for safeguarding consumer privacy and information security. This demonstrates the crucial role of the state in adapting laws to economic and technological dynamics to ensure human rights protection remains relevant. Another equally important effort is strengthening corporate governance.

Ulya et al. (2025) and Fransiscus (2025) emphasize that implementing good corporate governance principles helps companies prevent employee discrimination, violations of workers' rights, and business practices that harm society or the environment. This strengthening of governance includes the implementation of internal procedures, compliance audits, and human rights training for all company employees. Thus, companies not only avoid legal risks but also build a sustainable business reputation. Furthermore, dispute resolution mechanisms and transaction transparency are crucial instruments for upholding human rights in the business sector. Payuk, Sondakh, & Mamangkey (2023) demonstrate that information transparency and clear dispute resolution procedures help consumers assert their rights while simultaneously exerting positive pressure on businesses to comply with regulations. These mechanisms are an integral part of the state's strategy to ensure the comprehensive protection of the rights of consumers, workers, and affected communities. Overall, the state's role in ensuring business actors' responsibility for human rights includes developing clear regulations, implementing due diligence standards, monitoring consumer protection agencies, enforcing administrative, civil, and criminal sanctions, and strengthening corporate governance. Synergy between regulation, law enforcement, and legal education for business actors is key to creating business practices that consistently respect human rights in Indonesia. The success of these efforts not only protects consumers and workers but also encourages sustainable and equitable business development for all affected parties.

V. CONCLUSION AND SUGGESTION

Conclusion

Based on the discussion, several things can be concluded regarding the responsibilities of business actors towards human rights (HAM) in the business legal system in Indonesia:

1. Legal Regulations: Businesses' responsibilities regarding human rights are regulated through various regulations covering consumer protection, workers' rights, affected communities, and the environment and digital data. This confirms that human rights responsibility is a crucial pillar of business practices.
2. Types of Responsibility: Businesses have multidimensional responsibilities. These include product and service safety, worker rights such as wages and protection against discrimination, and the protection of personal data and the rights of local communities.
3. Implementation Barriers: Implementing human rights responsibilities faces obstacles such as incomplete regulations, a lack of understanding among business actors, weak oversight, and limited resources from regulatory agencies. In the digital age, the capacity of business actors to protect data presents an additional challenge.

4. The Role of the State and Law Enforcement: The state plays a key role through regulation, due diligence standards, oversight, and enforcement of sanctions. This strategy encourages business compliance through good governance, dispute resolution mechanisms, and transparency.

Overall, human rights protection in business in Indonesia is comprehensive and requires collaboration between business actors, regulatory bodies, and the state. Despite obstacles, the existing legal framework provides a strong foundation for implementing human rights responsibilities.

Suggestion

1. Improving Socialization and Education: The government and related institutions need to expand training on consumer rights, workers' rights, data protection, and due diligence principles, so that human rights understanding can be applied across all business sectors.
2. Strengthening Oversight Mechanisms: Oversight institutions must be strengthened with adequate resources, technology, and monitoring mechanisms. Enforcement of administrative, civil, and criminal sanctions must be consistent to encourage business compliance.
3. Corporate Governance Improvement: Companies need to implement the principles of good corporate governance with transparency, accountability, and clear internal procedures to prevent violations of workers', consumers', and community rights.
4. Regulation and Adaptation to the Digital Era: The government needs to formulate regulations that are adaptive to technological developments, including personal data protection, transaction security, and information transparency, accompanied by adequate oversight mechanisms.
5. Multi-Stakeholder Collaboration: Enforcing human rights responsibilities must actively involve governments, businesses, communities, and oversight bodies to create business practices that are fair, sustainable, and respect human rights.

By implementing these steps, human rights protection in the business legal system in Indonesia can be more effective, consistent, and comprehensive.

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