

**THE RESPONSIBILITY OF PRODUCT ENDORSEMENT BY SOCIAL  
MEDIA INFLUENCERS: COMPARATIVE STUDY BETWEEN  
INDONESIAN AND UNITED STATES LAW**

**Undergraduate Thesis**



**UMY**  
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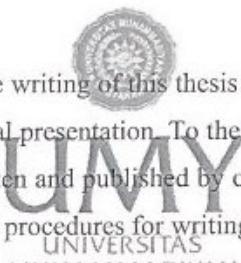
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## **DEDICATION PAGE**

*Alhamdulillahirabbal'alamin*

By expressing the greatest gratitude to Allah SWT, thank you for all the blessings in the form of convenience and smoothness in completing this thesis writing, I dedicate it to those whom I really love:

1. Allah SWT
2. My beloved parents, Verry Surya Hendrawan and Irna Fitri Wulandari
3. My dear siblings, Valerie Rafa Vena Athallah and Rafi Keanu Athallah



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## **FOREWORDS**

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Praise and gratitude be to Allah SWT, who continuously bestows His mercy, blessings, and love, enabling the Author to complete this thesis entitled "**THE RESPONSIBILITY OF PRODUCT ENDORSEMENT BY SOCIAL MEDIA INFLUENCERS: COMPARATIVE STUDY BETWEEN INDONESIAN AND UNITED STATES LAW**". This legal writing is prepared to fulfill the requirements for obtaining a Bachelor of Law degree at the Faculty of Law, Universitas Muhammadiyah Yogyakarta. May blessings and peace always be upon the Prophet Muhammad SAW, his family, his companions, and his followers until the end of time.

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## **LIST OF ABBREVIATION**

- EPI : Etika Pariwara Indonesia (Indonesian Advertising Ethic)  
FTC : Federal Trade Comission  
KUHPER: Kitab Undang Undang Hukum Perdata (Civil Code)  
PP : Peraturan Pemerintah (Government Regulation)  
UUITE : Undang Undang Informasi Elektronik dan Transaksi Elektronik (Electronic Information and Transaction.)  
UUPK : Undang Undang Perlindungan Konsumen (The Consumer Protection Act)

