

## ABSTRAK

Hukum merupakan suatu kaidah atau peraturan yang mengatur masyarakat, Segala tingkah laku dan perbuatan warga negaranya harus berdasarkan atas hukum itu sendiri. Hukum positif di Indonesia mengharuskan kepada warga Negara bahwa setiap tindakan harus berdasarkan sebagaimana yang diatur dalam undang-undang, sama halnya dengan hukum pidana Indonesia. Masalah yang diangkat adalah Bagaimanakah penyelesaian tindak pidana penipuan penjualan produk perawatan kecantikan palsu merek Skintific Di Wilayah Hukum Kepolisian Sektor Kumpe Ulu Kabupaten Muaro Jambi, Apakah yang menjadi kendala dalam penyelesaian tindak pidana penipuan penjualan produk perawatan kecantikan palsu merek Skintific Di Wilayah Hukum Kepolisian Sektor Kumpe Ulu Kabupaten Muaro Jambi, Bagaimanakah upaya mengatasi kendala dalam penyelesaian tindak pidana penipuan penjualan produk perawatan kecantikan palsu merek Skintific Di Wilayah Hukum Kepolisian Sektor Kumpe Ulu Kabupaten Muaro Jambi. Adapun tipe penelitian ini adalah *Yuridis Empiris*. Di dalam penulisan proposal skripsi ini penulis gunakan model pendekatan *Socio-Legal Research*. Teknik pengambilan materi dilakukan secara materi *Purposive Sampling*. Penyelesaian tindak pidana penipuan penjualan produk perawatan kecantikan palsu merek Skintific Di Wilayah Hukum Kepolisian Sektor Kumpe Ulu Kabupaten Muaro Jambi telah diselesaikan secara mediasi. Sebenarnya penggunaan hukum pidana berupa kurungan penjara dalam penyelesaian kasus tindak pidana penipuan penjualan kosmetik palsu tersebut merupakan langkah yang sangat tepat guna memberikan efek jera terhadap diri pelaku. Dalam proses penyelesaian secara mediasi tentunya menemui kendala antara lain (1) Adanya dorongan (Intervensi) dari pihak keluarga untuk melanjutkan perkara penipuan penjualan kosmetik palsu tersebut ke meja hijau (persidangan), (2) Adanya permintaan ganti rugi materil (uang) yang diminta pihak pelapor sebagai syarat perdamaian (cabut laporan). Adapun upaya dilakukan, antara lain (1) Pihak Satuan Reserse Kriminal Kepolisian Sektor Kumpe Ulu melakukan dialog terhadap pihak keluarga pelapor dengan memberikan pengertian bahwa pelaku penipuan atas nama Tina (Terlapor) merupakan ibu rumah tangga yang memiliki 2 anak yang masih kecil dan perlu pengasuan seorang ibu, (2) Anggota Penyidik Reskrim Polsek Kumpe Ulu mejelaskan memberikan masukan kepada pelapor bahwa hendaknya uang tersebut dibayarkan secara berangsur terhadap pelapor. Saran yang dikemukakan hendaknya keluarga pelapor tidak ikut melakukan inteversi kepada Pihak Satuan Reserse Kriminal Kepolisian Sektor Kumpe Ulu untuk melanjutkan perakara penipuan penjualan kosmetik palsu ke meja hijau (persidangan).

**Kata Kunci : Tindak Pidana Penipuan, Penjualan Produk Perawatan Kecantikan Palsu**

## **ABSTRACT**

*Law is a rule or regulation that regulates society. All behavior and actions of its citizens must be based on the law itself. Positive law in Indonesia requires citizens that every action must be based on what is regulated in law, the same as Indonesian criminal law. The problem raised is how to resolve the criminal act of fraudulent sales of fake beauty care products of the Skintific brand in the jurisdiction of the Kumpe Ulu Sector Police, Muaro Jambi Regency. What are the obstacles in resolving the criminal act of fraudulent sale of fake beauty care products of the Skintific brand in the jurisdiction of the Kumpe Ulu Sector Police? Muaro Jambi Regency, How are efforts to overcome obstacles in resolving the criminal act of fraud in the sale of fake beauty care products under the Skintific brand in the jurisdiction of the Kumpe Ulu Sector Police, Muaro Jambi Regency. The type of this research is Empirical Juridical. In writing this thesis proposal the author used the Socio-Legal Research approach model. The material collection technique was carried out using Purposive Sampling. The resolution of the criminal act of fraudulent sales of fake beauty care products under the Skintific brand in the jurisdiction of the Kumpe Ulu Police Sector, Muaro Jambi Regency has been resolved through mediation. In fact, the use of criminal law in the form of imprisonment in resolving criminal cases of fraudulent sales of fake cosmetics is a very appropriate step to provide a deterrent effect on the perpetrators. In the mediation settlement process, of course there were obstacles, including (1) There was encouragement (intervention) from the family to continue the case of fraudulent sales of fake cosmetics to court (trial), (2) There was a request for material compensation (money) requested by the party. reporting as a condition of peace (withdraw the report). The efforts made include: (1) The Criminal Investigation Unit of the Kumpe Ulu Sector Police conducted a dialogue with the reporting family by providing an understanding that the perpetrator of the fraud on behalf of Tina (Reported) was a housewife who had 2 small children and needed to be cared for by someone. Ma'am, (2) a member of the Kumpe Ulu Police Criminal Investigation Department explained that he gave input to the reporter that the money should be paid in installments to the reporter. The suggestion put forward is that the reporting family should not participate in intervening with the Criminal Investigation Unit of the Kumpe Ulu Sector Police to continue the fraud case regarding the sale of fake cosmetics to court (trial).*

**Keywords: Crime of Fraud, Sales of Fake Beauty Care Products**