



## Legal Liabilities of Celebrities in False Advertising Through Endorsement in Indonesian Civil Law Perspective

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### Abstract

In the contemporary marketing landscape, celebrity endorsements have emerged as a powerful strategy for brand engagement. However, the proliferation of false advertising through these endorsements necessitates a critical examination of legal frameworks and accountability mechanisms. This research investigates the legal liabilities of celebrities in false advertising, analyzing the intricate legal frameworks, regulatory mechanisms, and consumer protection principles within Indonesian civil law. By exploring the intersection of contractual obligations, consumer rights, and ethical responsibilities, the study aims to provide insights into the legal accountability of celebrities in marketing practices. The proliferation of celebrity endorsements in contemporary marketing has raised critical questions about legal accountability and consumer protection. This research investigates the legal liabilities of celebrities in false advertising, providing a comprehensive analysis of the intricate legal frameworks, regulatory mechanisms, and consumer protection principles within Indonesian civil law. By exploring the intersection of contractual obligations, consumer rights, and ethical responsibilities, the study offers insights into the legal accountability of celebrities in marketing practices.

**Keywords:** Legal Liability, Celebrity Endorsement, False Advertising, Consumer Protection, Comparative Law



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### INTRODUCTION

As competition is rising throughout the business sector, and to survive, businesses have to come up with new, unique, and innovative business strategies. One would use a new marketing strategy, through endorsement. Brand endorsement is a well-known strategy used in Indonesia.<sup>1</sup> It uses the celebrity's power to influence consumer behavior and shape it to the advantage of the businesses.<sup>2</sup> However, with Indonesia's consumer-driven economy, the rapid growth of celebrities is a phenomenon. Thus, causing legal implications regarding false advertisement and counterfeit products to arise. Legal implications regarding the ethical and deceptive practices caused by these celebrities. Such deceptive advertising would not only harm the individual but the whole society who are being influenced.<sup>3</sup> It also affects the credibility of the business and the celebrity. Therefore, questions arise towards how Indonesia's legal framework would handle these cases. Would the associated celebrities be considered as a legal liability of the businesses or will be liable for their actions. This research seeks to dive into the intricate intersection of celebrity endorsements, false advertising, and legal liabilities within the Indonesian context. By examining the existing legal regulations, including Indonesia's consumer protection law and contract law, the research will also explore

1 Hasra, M. R., Jushermi, J., & Wasnury, R. (2024). "The influence of celebrity endorser towards consumer interest usage of threads app through brand image in Indonesia." *West Science Interdisciplinary Studies*, 2(05), 948-962. <https://doi.org/10.58812/wsis.v2i05.869>

2 *Ibid*.

3 "The influence of celebrity endorsement in social media Instagram on attitude towards brand and brand image to customer purchase intention (Study on Ayudia Bing Slamet for Rubylicious brand)." (2018). *Jurnal Akuntansi, Manajemen dan Ekonomi*, 20(2), 1034-1043. <https://doi.org/10.32424/1.jame.2018.20.2.1034>



the regulatory bodies that oversee and enforce laws related to false advertising. The study aims to provide a comprehensive understanding of the legal actions that are faced by the parties.

### **Problem Statement**

The proliferation of celebrity endorsements has raised critical questions about legal accountability when advertisements disseminate misleading or fraudulent information. The research addresses three critical research questions:

1. How does the existing legal framework govern celebrity endorsements in Indonesia?
2. To what extent are celebrities legally responsible for false or misleading advertisements?
3. How do current consumer protection mechanisms address deceptive marketing practices?

### **RESEARCH OBJECTIVES**

The primary objectives of this research are to:

1. Conduct a comprehensive legal analysis of principles and regulations governing celebrity endorsements
2. Examine the contractual obligations and potential liabilities in endorsement practices
3. Propose actionable policy recommendations for improving legal protections in celebrity endorsements

### **THEORETICAL FRAMEWORK**

The theoretical foundation of this research is rooted in three primary legal principles that provide a comprehensive understanding of celebrity endorsement liability. Examining contractual relationships governed by the provisions of the Indonesian Civil Code (KUHPer) is essential to understanding the legal obligations established through endorsement agreements. The research explores statutory protections for consumers through legislation such as Law No. 8 of 1999 Concerning Consumer Protection (GCPL) which prohibits deceptive advertising practices and mandates that businesses provide accurate product information. The theoretical framework draws for potential legal consequences celebrities may face if their endorsements are found to be fraudulent or deceptive from tort law perspectives on misrepresentation. In addition to these legal principles, a conceptual model of celebrity endorsement liability is developed, focusing on the obligations arising from endorsement agreements. This model examines the ethical responsibilities of celebrities, emphasizing the importance of due diligence in verifying product safety, company credibility, and product authenticity. It also investigates the potential legal consequences celebrities may face for making misleading representations, including tort liability and statutory penalties. Through this framework, the research provides a thorough analysis of the complexities involved in celebrity endorsements, emphasizing both legal and ethical considerations that govern these practices.

### **METHODOLOGY**

This research employs a qualitative doctrinal approach, combining doctrinal legal analysis, case studies, and a review of legal documents to explore celebrity endorsement practices under Indonesian law. It includes a statutory analysis of GCPL, focusing on provisions related to advertising, consumer rights, and endorsements, alongside judicial precedents to examine practical enforcement. Regulatory guidelines were reviewed to identify directives for endorsers and advertisers. The analysis assesses enforcement mechanisms, highlights regulatory gaps, and explores legal principles, contractual obligations, and liabilities in endorsements. This ensures a clear understanding of the legal framework, promoting compliance and accountability in celebrity endorsements in Indonesia.



## RESULTS AND DISCUSSION

### REGULATORY FRAMEWORK AND FOUNDATIONAL LEGISLATION

Indonesia's regulatory framework governing advertising practices, particularly concerning celebrity endorsements, is grounded in the GCPL.<sup>4</sup> This law establishes comprehensive guidelines to safeguard consumer rights and regulate advertising activities, ensuring transparency, accuracy, and ethical standards in marketing communications.<sup>5</sup> Despite the existence of robust legislation, enforcement challenges remain, particularly concerning the compliance of social media influencers and digital platforms. Ongoing efforts to strengthen monitoring mechanisms and enhance public awareness regarding the authenticity of endorsements are critical in addressing these challenges. Indonesia regulates advertising practices through a number of regulatory entities, all of which help to monitor and enforce laws pertaining to deceptive advertising. These organizations establish a structure that ensures celebrity endorsements in advertisements adhere to principles of truthfulness and ethical conduct, thereby protecting consumers from deceptive marketing practices. Established under the GCPL, the National Consumer Protection Agency (BPKN) plays a role in formulating policy recommendations, monitoring consumer complaints, and providing advisory services on matters of consumer protection.<sup>6</sup> The Directorate General of Consumer Protection and Trade Compliance (DGCPTC), a division of the Ministry of Trade, is in charge of carrying out consumer protection regulations.<sup>7</sup>

In addition to the GCPL, several governmental bodies and organizations in Indonesia play a crucial role in setting the standards and procedures for advertising certain goods, services, or the advertisements itself. These standards may vary depending on the specific business industry, ensuring that advertisements align with both legal and ethical expectations in each sector. Regulatory organizations pertaining to the products or services are Advertisements for food, medications, and cosmetics are regulated by the Food and Drug Monitoring Agency (BPOM).<sup>8</sup> In order to shield customers from misleading health or safety claims, BPOM makes sure that the statements used in advertisements for these items are accurate, transparent, and not misleading.<sup>9</sup> To protect consumers from dishonest or misleading marketing activities, the Financial Services Authority (OJK) keeps an eye on financial industry promotions. OJK plays a crucial role in making sure that financial services, goods, and investment plans that are promoted to the general public are honest and devoid of fraud.<sup>10</sup>

Etika Pariwara Indonesia (EPI), also known as the Indonesian Advertising Code, serves as a binding reference for all entities and individuals involved in advertising regarding the advertisement and broadcasting matters within Indonesia.<sup>11</sup> EPI aims to align advertising practices with societal values, ensuring advertisements are honest, truthful, and responsible. By fostering healthy competition and promoting ethical advertising, EPI plays a role in upholding the integrity of Indonesia's advertising industry. The Indonesian Broadcasting Commission (KPI) is responsible for regulating broadcast advertisements.<sup>12</sup> It ensures that all media promotions comply with established ethical standards, maintaining accuracy and

4 Leks, E. (2016). "Advertising And Marketing - Advertising Law." Mondaq.com; Leks & Co Lawyers. <https://www.mondaq.com/publishing/465412/advertising-and-marketing-advertising-law>

5 Yuniar Rahmatiar (2024). "Legal protection for consumers against misleading advertising: According to the perspective of the laws in force." Jurnal Info Sains: Informatika dan Sains, 14(4), <https://ejournal.seaninstitute.or.id/index.php/InfoSains/article/download/5466/4329/15224>

6 *Ibid.*

7 Indonesia. (2014). Law Number 7 of 2014 concerning Trade. Official Gazette of the Republic of Indonesia.

8 Indonesia. (2021). Law Number 32 of 2021 concerning Cosmetics Advertising. Regulation of the National Agency of Drug and Food Control.

9 *Ibid.* Article 3

10 Financial Services Authority (OJK). (2011). Law No. 21 of 2011 concerning the Financial Services Authority.

11 Handoyo FX, Ridwan. (2009). Bahan Ajar "Etika Periklanan", Jakarta : Universitas Mercu Buana.

12 Indonesia. (2002). Law Number 32 of 2002 on Broadcasting.



preventing misleading or harmful content on television and radio.<sup>13</sup> The Consumer Dispute Settlement Body (BPSK) is tasked with handling disputes arising from false advertising regarding the goods or services.<sup>14</sup> It offers mediation, arbitration, or conciliation services to resolve conflicts between consumers and businesses regarding misleading or deceptive advertisements.<sup>15</sup> These specialized regulatory agencies work alongside the Directorate General of Consumer Protection and Trade Compliance, they form an integrated system that ensures both the content and the conduct of endorsements align with Indonesia's consumer protection laws.<sup>16</sup>

## LEGAL OBLIGATIONS AND CONTRACTUAL REQUIREMENTS

Endorsement is based on an agreement between celebrities, and this agreement must comply with the legal provisions set forth in the KUHPer. Specifically, endorsement contracts must meet the requirements of Article 1320, which outlines the conditions for a valid and binding contract, and be governed by the stipulations in Article 1338, which ensures the enforceability of contracts between parties. Pursuant to Article 1320, endorsement agreements must satisfy the following specific legal requirements for them to be considered legally binding. Mutual consent must be freely given by both parties, without any form of coercion or manipulation. The parties involved must also have the legal capacity to enter into such agreements, which means they must be of sound mind and legally permitted to contract. The subject matter of the agreement, the product or service being endorsed, must be clearly defined, ensuring there is no ambiguity regarding what is being promoted. The cause of the agreement must be lawful, meaning the underlying purpose of the endorsement must not violate any legal principles or public policy. Celebrities undertaking product endorsements bear significant legal and ethical obligations to safeguard their reputation and protect the public interest. To fulfill these responsibilities, celebrities must conduct due diligence to verify product safety, ensuring compliance with established health and safety standards. In addition, they must confirm the legitimacy and licensing of the company behind the product, thereby avoiding any association with fraudulent or disreputable entities. Thorough product authentication is also essential to confirm that the endorsed product is genuine, reliable, and free from misrepresentation.

Furthermore, celebrities may face legal liabilities under provisions such as Article 1365 of the KUHPer. This article establishes the principle of tort liability, which holds individuals accountable for actions that harm others. If a celebrity knowingly endorses misleading or harmful products, they may be subject to legal action, including lawsuits for damages. The risk of legal consequences is particularly elevated if the endorsement is deemed fraudulent or intentionally deceptive. Therefore, it is imperative that celebrities fully comprehend the legal and ethical implications of their endorsements, ensuring that their promotional activities are aligned with both legal standards and ethical practices. Given these considerations, it is essential that celebrities fully understand the legal consequences of their promotional activities, as well as the ethical considerations inherent in endorsing products. The legal framework emphasizes the importance of transparency, accuracy, and integrity in endorsement practices so celebrities can protect both their personal interests and the welfare of the public.

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<sup>13</sup> *Ibid.* Article 7

<sup>14</sup> Indonesia. (1999). Law Number 8 of 1999 on Consumer Protection.

<sup>15</sup> *Ibid.*

<sup>16</sup> Indonesia. (2014). Law Number 7 of 2014 concerning Trade.



## ADVERTISING STANDARDS AND RESTRICTIONS

The GCPL establishes standards and restrictions to ensure ethical business practices and protect consumer rights. Among the key provisions, articles 9 and 17 explicitly regulate advertising practices to prevent misinformation, protect consumers, and promote fairness in the marketplace. Article 9 prohibits business actors from producing advertisements that mislead or deceive consumers.<sup>17</sup> Specifically, the following practices are not permitted:

1. Exaggeration products feature, businesses are not allowed to overstate the quality, price, or benefits of goods or services in a way that could mislead consumers. Claims must be factual and aligned with the actual attributes of the product or service.
2. Implying non-existent endorsements, advertisements must not falsely suggest sponsorships, approvals, or affiliations with organizations, brands, or individuals that do not exist. This includes creating an impression of quality or credibility without substantiated evidence.
3. Falsely promising safety, words like "risk-free," or "one-of-a-kind" must be used responsibly, supported by reliable data or testing. Misrepresentation in this regard could harm consumer trust and potentially endanger their safety.

Article 17 targets advertising businesses, explicitly detailing ethical obligations and legal standards they must follow.<sup>18</sup> The prohibited practices include:

1. Advertisements must not deceive consumers about the quality, quantity, materials, functionality, or price of goods and services.
2. False Guarantees or Warranties, businesses are prohibited from offering warranties or guarantees that they cannot honor. For instance, a misleading claim about after-sales services or product guarantees violates consumer trust and legal provisions.
3. Misleading Information, information presented in advertisements must be clear, factual, and truthful. Intentional omission of critical details are strictly prohibited.
4. Advertisements cannot exploit personal events or individuals without obtaining proper authorization or consent. This includes using an individual's image, voice, or other identifiable features for promotional purposes without explicit permission.
5. Advertisers must comply with ethical advertising practices and adhere to the legal provisions set by the GCPL and other related regulations. Violating these standards may lead to penalties and removal of the advertisement.

The restrictions under Articles 9 and 17 of the GCPL are essential to ensuring that advertising practices remain truthful, ethical, and fair. Providing accurate and informative advertisements will help consumers to make well-informed decisions. These standards hold businesses accountable, fostering an environment of honesty and integrity in marketing while encouraging healthy competition based on the genuine value of goods and services. Non-compliance with these regulations can result in severe penalties, such as fines, imprisonment, revocation of licenses, and mandatory removal of misleading advertisements, alongside significant reputational damage. In addition to the GCPL, EPI also provides a set of ethical standards that should be followed when doing an advertisement. These principles serve as the foundation for ethical advertising in Indonesia, ensuring that advertisements uphold integrity, fairness, and respect for societal values. The key principles under EPI emphasize that advertisers must prioritize honesty and accuracy in their advertisements.<sup>19</sup>

<sup>17</sup> Republic of Indonesia, Law No. 8 of 1999 on Consumer Protection, Articles 9. State Gazette of the Republic of Indonesia of 1999 Number 42.  
<sup>18</sup> *Ibid.* Article 17

<sup>19</sup> Mubarikah, Nurul Ain. (2021). "Kewajiban Endorser Atas Penganjuran Suatu Produk Pada Media Sosial Menurut Peraturan Perundang-Undangan Di Indonesia Dalam Perbandingan Dengan Amerika Serikat, Inggris Dan India". *Dharmasiswa: Vol. 1* , Article 13.  
<https://scholarhub.ui.ac.id/dharmasiswa/vol1/iss1/13>





All ads should truthfully represent the qualities, benefits, and features of the products or services being promoted, ensuring that they do not mislead or deceive consumers. Additionally, advertisers are responsible for doing a healthy and fair competition in the marketplace. Advertisements should highlight the genuine value of their goods or services without unfairly dragging down competitors. Advertisers must also show respect for Indonesia's diverse cultural, religious, and social values, ensuring that their content does not degrade, insult, or discriminate against any religion, culture, or social group.<sup>20</sup> Furthermore, all advertisements must comply with the law, promoting ethical conduct in the advertising industry.

### ENFORCEMENT MECHANISMS AND PENALTIES

Celebrities who endorse products in Indonesia are not directly named as primary legal liabilities, but their involvement can render them indirectly liable under the GCPL.<sup>21</sup> Businesses that employ celebrity endorsers are responsible for the claims made in their advertisements. However, if the celebrity knowingly participates in promoting misleading or fraudulent products, they may be implicated as co-conspirators in the deception. Endorsers may face legal action if they are found to knowingly promote false claims, particularly under tort law. The enforcement of advertising regulations in Indonesia relies on a combination of administrative, civil, and criminal penalties to ensure compliance and address violations. Administrative sanctions include monetary fines, revocation of licenses, and corrective actions, such as publishing corrective advertisements or issuing public apologies. Civil remedies are also available, allowing consumers harmed by false advertising or misleading endorsements to seek damages under Article 1365 of the KUHP, which holds individuals accountable for unlawful acts. Following the strong burden each celebrity carries after every deal with businesses, celebrities need to fulfill their task while being aligned with the law in its perimeter. If a business actor violates subparagraphs (a), (b), (c), and (e) of Article 17 of the GCPL, they are subject to a maximum of 5 years of imprisonment or a maximum fine of Rp 2 billion.<sup>22</sup> Meanwhile, a business actor who violates points (d) and (f) may result in up to a maximum of 2 years of imprisonment or a maximum fine of Rp 500 million. Given these legal stipulations, celebrities must ensure that their endorsements remain compliant with advertising laws to avoid personal liability.<sup>23</sup> The Consumer Dispute Settlement Body (BPSK) provides an additional avenue for dispute resolution through mediation, arbitration, or conciliation, ensuring a fair process for aggrieved parties. Oversight is further enhanced by regulatory bodies like the National Consumer Protection Agency (BPKN), Directorate General of Consumer Protection and Trade Compliance (DGCPTC), and sector-specific regulators such as the Food and Drug Agency (BPOM) and the Financial Services Authority (OJK). These agencies, in collaboration with the Ethical and Professional Institute (EPI), monitor compliance with ethical and legal standards, reinforcing a system designed to deter deceptive advertising practices and protect consumer interests.

### ETHICAL CONSIDERATIONS AND PREVENTION STRATEGIES

Endorsers convey the responsibility of performing, extensive research to verify claims made in advertisements.<sup>24</sup> A virtue of this duty involves verification of the safety and compliance of products aligned with established industrial standards, such as validating lab test

20 Indonesian Advertising Council. (2020). *Etika Pariwara Indonesia: Amandemen 2020*. Jakarta.

21 Indonesia. (1999). Law Number 8 of 1999 on Consumer Protection.

22 *Ibid*

23 *Ibid*

24 Republic of Indonesia, Civil Code, Article 1320. State Gazette of the Republic of Indonesia



results and confirming there are no exaggerated or misleading claims.<sup>25</sup> Under the GCPL, obligates endorsers to actively confirm products meet legal and ethical standards prior to endorsement, actively contributes in protecting consumer interests by promoting only those products that are verified and trustworthy.<sup>26</sup> Contractual agreements between businesses and endorsers must explicitly define these obligations.<sup>27</sup> Such contracts serve as a legal safeguard, detailing the responsibilities of each party and ensuring that promotional activities are aligned with regulatory requirements.<sup>28</sup> Endorsers can prevent legal repercussions and foster consumer trust, by adhering to regulatory bodies.<sup>29</sup> Additional bodies such as the Indonesian Competition Commission (KPPU) prevent unfair and monopolistic behaviour and the Ministry of Communication and Information Technology (KOMINFO) regulates and oversees informatics and internet usage to Broadcasting Ethics and Broadcast Program Standard (P3SPS).

Contracts between businesses and endorsers play a clearly imperative role in restructuring these obligations. Subsequently, these agreements must explicitly outline the roles and responsibilities of each party, including a quintessential clear prohibition on promoting unverified or misleading claims. Such contractual clarity is supported by provisions in the Indonesian Civil Code (KUHP), particularly Articles 1320 and 1338, which emphasize the sheer importance of lawful and enforceable agreements. These provisions ensure that all parties are legally bound to hold to ethical advertising practices. Transparency is the foundation of Indonesia's endorsement guidelines, promoting transparency by clearly labeling sponsored content and engaging in honest advertising practices. They also admit an ethical responsibility to educate consumers about their rights under consumer protection laws. This approach fosters consumer trust and aligns with the broader goal of protecting the public from deceptive marketing practices. To ensure compliance with these regulations, Indonesia employs mechanisms for reporting and accountability. Regulatory audits, conducted by authorities such as the National Consumer Protection Agency (BPKN), monitor adherence to the Consumer Protection Law. These audits strike through a detailed review of endorsement agreements, promotional materials, and business practices. Noncompliance bestows significant legal consequences, including lawsuits, compensation claims, and penalties for breaches of endorsement agreements.

The significance of failing to meet these obligations are illustrated by the implication of cases like the Derma Skin Care incident, where misleading endorsements led to criminal sanctions, fines, and civil litigation.<sup>30</sup> Such cases highlight the necessity for endorsers to verify product safety and authenticity before engaging in promotional activities.<sup>31</sup> The legal and ethical responsibilities of endorsers are not only critical for consumer protection but also for maintaining the credibility of the advertising industry. Celebrities endorsing products or services are classified as advertising business actors, imposing obligations to ensure their endorsements comply with legal and ethical standards. This classification subjects them to the same regulations as businesses, holding them accountable for misleading or deceptive practicum. Given this, celebrities must demonstrate good faith by performing due diligence. This includes verifying the legality of the products or services they endorse and ensuring compliance with relevant laws and regulations. Celebrities must also conduct compliance

25 Republic of Indonesia, Law No. 8 of 1999 on Consumer Protection, Articles 9 and 17. State Gazette of the Republic of Indonesia of 1999 Number 42.

26 Aaker, J. L. (1997). "Dimensions of brand personality. *Journal of Marketing Research*," 34(3), 347. <https://doi.org/10.2307/3151897>

27 Republic of Indonesia, Civil Code, Article 1338. State Gazette of the Republic of Indonesia Number 23.

28 Odell, P. (n.d.). "Contractual clarity in endorsements." *Harvard Business Review*.

29 Indonesian Competition Commission (KPPU), Official Guidelines <https://www.kppu.go.id/>

30 Az Zahra, D. A., Herwastoeti, & Hapsari, D. R. (2023). "Legal Liability For Celebrities Promoting Goods Through The Instagram Platform." *UMM Scientific Journals*. <https://ejournal.umm.ac.id/index.php/ilrej/article/view/32107/14257>

31 Indonesian Consumer Protection Agency (BPKN), Reports on Ethical Compliance <https://www.bpkn.go.id/>



checks to confirm that endorsed products adhere to all applicable regulations, including consumer protection and industry-specific standards. Additionally, they should carefully review contracts to avoid endorsing unlicensed, unsafe, or harmful products. Accurate representation is another critical responsibility, requiring celebrities to ensure that all claims in the endorsement are truthful, substantiated, and not exaggerated.

Failure to uphold these responsibilities can expose celebrities to civil and criminal liabilities, especially if their endorsements result in consumer harm or violate advertising laws. Due to their significant influence, celebrities must endorse products ethically and responsibly, as their actions can greatly impact consumer behavior and trust. Endorsements create a shared responsibility between celebrities and the businesses they promote. If a product or service causes harm, both the celebrity and the business may be held accountable for misleading advertising or negligence, leading to joint legal liabilities. To minimize the legal risks associated with endorsements, celebrities should take proactive steps. First, they should conduct independent research to thoroughly investigate the product or service's licensing, safety, and compliance status before endorsing it. Consulting legal professionals is also crucial, as they can help review endorsement contracts and assess potential liabilities. Celebrities should also negotiate contracts to include indemnity clauses that protect them from damages arising from the provider's misconduct. Ensuring transparency in endorsements is another key strategy. Celebrities should provide accurate and comprehensive information to consumers, avoiding exaggerated or unverifiable claims.<sup>32</sup> Maintaining documentation of due diligence efforts and communications with businesses can demonstrate good faith in case of disputes. Finally, engaging in regular compliance training will help celebrities stay informed about consumer protection laws and advertising standards, ensuring they meet their legal obligations. By implementing these strategies, celebrities can mitigate legal risks, uphold ethical practices, and promote products or services responsibly.

## **CONCLUSION**

This research conclusively demonstrates that in abstinence of advertising, endorsers portray a powerful instrument of public persuasion, ascending influence to shape consumer behaviors, it is not without complexities and risks. Celebrities presumably ignite significant legal responsibilities due, under Indonesian Civil Law. This research shows that Celebrities exist not as mere passive participants in advertising campaigns but rather as a field active catalysts that carry legal and ethical subdues. The central key to this legal framework is the concept of due diligence, Endorsers are expected to meticulously check the legitimacy and compliance of the product they endorse. Indonesian law, through frameworks such as the GCPL and the KUHPer, places blatant attention on the accountability of endorsers. Specifically, Articles 1320 and 1365 of the KUHPer mandate that agreements, including endorsement contracts, meet rigorous standards of mutual consent, lawful purpose, and adherence to ethical principles. Failure to uphold these standards can harmfully expose celebrities to liability under both contractual and tort law provisions. Ensuring that their promotional activities are legit therefore do not lead to misfits or harm consumers, This obligation extends to the careful prudent review of contracts, scrutiny of product claims, and vigilant adherence to regulatory guidelines established by authorities such as the BPKN and the DGCPTC. The EPI further stipulates these standards, promoting ethical advertising practices and protecting consumer rights.

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<sup>32</sup> Hull, M. R. (n.d.). "Legal frameworks for advertising." *Harvard Law Review*.





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