ABSTRAK

PERAN BADAN PENYELESAIAN SENGKETA KONSUMEN DALAM MELINDUNGI KONSUMEN PEREMPUAN DARI PRAKTIK DISKRIMINASI HARGA BERBASIS GENDER (*PINK TAX*)

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Penelitian ini bertujuan untuk mengkaji peran Badan Penyelesaian Sengketa Konsumen dalam melindungi konsumen perempuan dari praktik diskriminasi harga berbasis gender (*Pink Tax*) dengan pendekatan kualitatif dan metode deskriptif. Data diperoleh melalui wawancara, dokumentasi, dan observasi. Hasil penelitian menunjukkan bahwa BPSK memiliki peran dalam memberikan perlindungan kepada seluruh konsumen melalui fungsi penyelesaian sengketa, pembinaan, dan pengawasan. Namun, dalam konteks praktik *Pink Tax* pelaksanaan peran tersebut belum terlaksana sebagaimana yang diharapkan karena masih terdapat perbedaan penafsiran mengenai kerugian dan pelanggaran hak konsumen. BPSK Kota Bandung menilai *Pink Tax* berpotensi merugikan konsumen sehingga dapat diproses melalui penyelesaian sengketa konsumen. Sedangkan BPSK Kota Tasikmalaya menilai bahwa *Pink Tax* tidak memenuhi unsur kerugian dan pelanggaran hak konsumen maka penanganannya terbatas pada tahap konsultasi. Hal tersebut dipengaruhi oleh belum adanya peraturan yang secara eksplisit mengatur *Pink Tax* dan diskriminasi harga berbasis gender, pedoman yang jelas mengenai penafsiran kerugian konsumen dalam praktik *Pink Tax* dan kapasitas pemahaman terhadap isu perlindungan konsumen.

Kata Kunci: *BPSK*, *Pink Tax*, Perlindungan Konsumen, Konsumen Perempuan, Diskriminasi Harga Berbasis Gender

ABSTRACT

THE ROLE OF THE CONSUMER DISPUTE RESOLUTION AGENCY IN PROTECTING FEMALE CONSUMERS FROM GENDER-BASED PRICE DISCRIMINATION (PINK TAX)

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This study aims to examine the role of BPSK in protecting female consumers from gender-based price discrimination practices (Pink Tax) using a qualitative approach and a descriptive method. Data were collected through interviews, documentation, and observation. The findings indicate that BPSK plays a role in protecting consumers through its functions of dispute resolution, consumer guidance, and supervision. However, the protection of female consumers from Pink Tax practices has not been implemented as expected due to differing interpretations regarding consumer losses and violations of consumer rights. BPSK Bandung considers Pink Tax to have the potential to cause consumer losses and therefore to be addressed through consumer dispute resolution mechanisms. In contrast, BPSK Tasikmalaya considers that Pink Tax does not constitute consumer losses or violations of consumer rights, limiting its handling to the consultation stage. This condition is influenced by the absence of explicit regulations governing Pink Tax, the lack of legal prohibitions against gender-based price discrimination, the absence of clear guidelines for interpreting consumer losses in Pink Tax practices, and varying levels of understanding of consumer protection issues.

Keywords: *Consumer Dispute Resolution Agency, Pink Tax, Consumer Protection, Female Consumers, Gender-Based Price Discrimination*