

# Study on the Legality of Indonesian Micro Business Products Based on Economic and Law Regulations

**Rr. Hermien Tridayanti, Rr. Iswachyu Dhaniarti, I Putu Artaya\*,  
Rizal Bahaswan, Adi Prawito**

Departement of Management, Departement of Law,  
Departement of Civil Engineering  
University Narotama Surabaya

[hermien.tridayanti@narotama.ac.id](mailto:hermien.tridayanti@narotama.ac.id), [iswachyu.dhaniarti@narotama.ac.id](mailto:iswachyu.dhaniarti@narotama.ac.id),  
[\\*putu.artaya@narotama.ac.id](mailto:*putu.artaya@narotama.ac.id), [rizal.bahaswan@narotama.ac.id](mailto:rizal.bahaswan@narotama.ac.id), [adi.prawito@narotama.ac.id](mailto:adi.prawito@narotama.ac.id)

**Devita Anggraini Lestari**

Departement of Public Health, Airlangga University Surabaya  
[devita-anggraini-lestari-2021@fkm.unair.ac.id](mailto:devita-anggraini-lestari-2021@fkm.unair.ac.id)

## Abstract

In the field of product marketing, especially marketing of small business products, design, quality and appearance of packaging is something that is sensitive. Some appeal will appear if the products offered, tend to attract and are able to trigger consumer curiosity. Small business actors using traditional packaging will tend not to provide information to their customers. It causes consumers not to get enough information about the product. Sufficient information on product packaging is able to make consumers more interested in buying products than products that have no information at all on the packaging. This study aimed to find out by way of implicit testing whether the products were packaged through modern packaging and products packaged with traditional packaging had the same opportunities for behavior in the market or otherwise, products with modern packaging tended to be more salable in the market. To prove the hypothesis, this research used Chi-Square test because the purpose was to test the consumer's perception, not to test anything other than consumer perception. However, all activities in the world of business, entrepreneurship and trade locally and globally must comply with and comply with all forms of laws and regulations that apply in each country to minimize disputes and disputes that are mutually beneficial

## Keywords

Product packaging, purchase decision, law regulations, chi-square test

## Biographies

**Rr. Hermien Tridayanti.** Doctor of Economics and lecturer in postgraduate study program, Faculty of Economics and Business, Narotama University Surabaya. Apart from being active in teaching, he is also busy conducting competency and auditor testing activities within the national certification body. Now he serves as the head of the Quality Assurance Agency at Narotama University Surabaya. actively writing articles that have been published in several national and international journals as well as articles for seminar proceedings both at home and abroad.

**Rr. Iswachyu Dhaniarti.** Lecturer at the Faculty of Law, Narotama University, Surabaya. In addition to being active in the academic field, he also serves as the highest leader at Narotama University, Surabaya. Other activities that have become routine activities are social service activities in the city of Surabaya and community service activities regarding counseling activities about law-conscious families. actively writing articles that have been published in several national and international journals as well as articles for seminar proceedings both at home and abroad. currently studying doctoral program.

**I Putu Artaya.** Obtained a master's degree in human resource management from Narotama University, Surabaya, in 2002. An economics degree in marketing management from the same campus, graduated in 1991. Besides teaching, he was also active in activities research, as a researcher and as a principal researcher. Other activities carried out are routine writing books, and the most phenomenal is the book entitled Salesmanship - Building a Sales Network, Optimizing small business centers in the field of food security and much more

**Rizal Bahaswan.** He is a lecturer in civil engineering at Narotama University, Surabaya. Apart from teaching, he is also active in laboratory practicum at the civil engineering faculty that is the Betok testing supervisory team. Apart from the activities mentioned above, he is also active in activities or publications of scientific papers. actively writing articles that have been published in several national journals as well as articles for seminar proceedings both at home and abroad.

**Adi Prawito.** Lecturers or teaching staff who are quite experienced at the faculty of civil engineering, Narotama University, Surabaya. He is an experienced consultant in the field of road and construction. His last education is doctorate in civil engineering. In addition to his teaching activities, he is also active in several seminars both at home and abroad.

**Devita Anggraini Lestari.** Graduated from the Surabaya State University management study program in 2019. Now a master's program student at the Faculty of Public Health, Universitas Airlangga Surabaya. The main activity in addition to being a student, is also active in the field of research. The Effect of Hedonic Motivation and Consumer Attitudes Towards Purchase Decision on K-Pop CD Albums, and is still active in the field of campus scientific activities and social activities.