
Consumer Protection in the Circulation of Antiq Metal Cast Products: A Sharia Economic Law Perspective

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Abstract

Objective: The purpose of this study is to analyze consumer protection against the circulation of Antiq brand cast metal products based on Law Number 8 of 1999 concerning Consumer Protection, as well as to review from the perspective of sharia economic law. **Theoretical framework:** this includes consumer protection theory in Indonesian positive law as well as the principles of justice and transparency in sharia economic law. **Literature review:** includes consumer protection regulations, legal theories of Islamic economics, as well as previous studies related to trade practices and the protection of consumer rights. **Method:** applied in this study is a qualitative method with a case study approach on Antiq cast metal products, where data is obtained through in-depth interviews, observations, and document analysis. **Results:** the results of the study show that there is a discrepancy between the marketing practices of Antiq products and the provisions of the Consumer Protection Law, especially regarding the consumer's right to correct and safe information. From the point of view of sharia economic law, the practice also does not fully reflect the principles of fairness and openness in transactions. **Implications:** These findings affirm the importance of increasing transparency of product information and compliance with sharia principles in business, to ensure the protection of consumer rights across the board. **The novelty:** of this study lies in the simultaneous incorporation of positive legal analysis and Islamic economic law in examining consumer protection of cast metal industry products, an approach that is still rarely done in the context of similar research.

Keywords: consumer protection, sharia economic law, metal cast products, information transparency, transaction justice.

INTRODUCTION

Consumer protection is a crucial issue in the trade of industrial products, including cast metals that have a wide range of applications in the construction and decoration sectors [1]. The importance of design innovation helps meet the needs of specific markets, such as hotel interiors, which also applies to the cast metal industry that requires design development to enhance aesthetic appeal. Design has a great influence in attracting consumer interest, which is very relevant to cast metal products such as those produced by Cv. Logam Jaya, where aesthetics is one of the main selling points. In addition, it is important to consider a production system that complies with global market standards, in line with the need to implement strict standards to ensure the quality and safety of cast metal products for consumers. Industry interest in a particular product can be low if there is no market certainty

or confidence in product quality, which is a challenge in the metal casting industry. The application of Good Manufacturing Practices (GMP) in other industries can be adapted in the metal casting industry to ensure that the products produced are safe and of high quality [2].

In the context of consumer protection in Indonesia, the Consumer Protection Law regulates the obligation of manufacturers to provide clear and accurate information about the products they offer, so that consumers can make informed purchasing decisions and are protected from risks [3]. The importance of legal aspects in ensuring that consumer rights are protected in online transaction cv, especially in terms of true product information delivered. Consumer rights related to after-sales service in Indonesia show that consumer rights are not only limited to the purchase stage but also continue to after-sales service, which is still a concern in its application in Indonesia. In addition, there is an urgency to include actual information on product packaging to protect consumer rights [4]. This is in line with the Consumer Protection Law which requires the information submitted by the manufacturer to be by the actual condition of the product.

Papalia reviewed cases of consumer losses in e-commerce transactions with COD (Cash On Delivery) payment methods, where there is often a discrepancy between the advertised product and the one that the consumer receives. This suggests that information inconsistencies can cause harm to consumers, and it is therefore important to review it from the perspective of consumer protection law. In addition, consumer protection in electronic cosmetics transactions without a distribution permit is in the spotlight, because it can pose health risks for consumers. The importance of transparency in cosmetic circulation is emphasized so that consumers avoid harmful products. Overall, these studies show that despite the regulations that protect consumer rights in Indonesia, practices on the ground still show inconsistencies, especially in terms of transparency of product information, which can result in risks to consumers [5].

In the approach of Islamic economic law, consumer protection prioritizes the principles of fairness, honesty, and balance in transactions. The application of consumer protection laws in the trade of carbide bananas in traditional markets can ensure the transparency of product information so that consumers avoid *tadlis* [6]. Similarly, consumer protection in the practice of buying and selling emphasizes the consumer's right to clear information. The concept of protection of rights in buying and selling transactions underlies the idea of protecting rights that are in line with the goals of sharia in achieving a balance between rights and obligations [7]. Sharia-based businesses must run under the principle of *maqashid al-sharia*, which is to maintain balance and transparency in transactions for the benefit of both parties. A fair and transparent contract structure is also important in meeting consumer protection provisions under sharia rules.

Research on consumer protection of Antiq cast metal products is closely related to various aspects discussed in several previous studies. For example, the importance of BPOM's role in supervising cosmetic products circulating in the market is similar to the supervision of Antiq cast metal products in the context of consumer protection and compliance with quality standards [8]. It also reflects the need to ensure that the products in circulation have met certain legal and safety requirements, which are relevant to maintaining consumer confidence. In addition, studies on halal certification in MSME businesses show the importance of consumer trust in products that have certification and meet certain standards, which are in line with sharia principles that apply to cast metal products. Halal certification in MSMEs adds value to products, increases consumer confidence, and becomes a consumer protection mechanism, which is also relevant for cast metal products in terms of maintaining quality and standards by regulations [9].

Research focused on customer satisfaction and achieving a company's trust illustrates how consumer perceptions of product quality can affect loyalty and trust in products. This is closely related to consumers' right to obtain quality products that meet expectations [10].

The study highlights that company trust can be built from consumer satisfaction, which is relevant in the context of safe and compliant metal-cast products. Furthermore, the concept of service quality and purchase decisions shows that service quality has a significant influence on consumer purchase decisions. In the context of cast metal products, the quality of the product guaranteed through consumer protection can improve purchasing decisions, which is in line with efforts to comply with regulations and meet consumer expectations. The preparation of a business plan that includes aspects of legality and compliance with regulations is very important. This supports research on cast metal products in ensuring that production planning is by consumer protection laws, to create trust from consumers and improve the product's reputation in the market [11].

The research that highlights the obstacles and efforts to develop the cast metal casting industry in Klaten towards standardization provides insight into the challenges and regulatory needs that can improve product quality and consumer confidence [12]. Meanwhile, the importance of sustainable regulation in the era of globalization plays a role in creating a fair and sustainable economy. This relevance is related to consumer protection through a positive legal approach and a sharia perspective to build an ethical market in Indonesia [13]. In addition, online purchasing decisions are influenced by website quality, security, and trust, which are very influential in maintaining consumer loyalty in the digital era. In the context of quality management, the ISO 9001 approach provides guidance to improve customer satisfaction with services, which is relevant for manufacturers in maintaining consumer trust through tested standards. Finally, the concept of "power branding" can support manufacturers in building superior companies with strong organizational support, which is key to maintaining consumer trust and building a fair market. The integration of findings from these various studies is expected to provide recommendations for producers in maintaining consumer confidence, as well as become a reference for the government in strengthening regulations to protect consumers in Indonesia [14].

Implications and Novelty. The findings of this study carry significant implications for both industry stakeholders and policymakers, particularly in the context of sharia economic law and consumer protection. The research highlights a critical gap in transparency practices in the marketing of cast metal products, which directly impacts consumer satisfaction, ethical business conduct, and long-term business sustainability. From a legal and religious perspective, the lack of information disclosure contradicts the core principles of Islamic economic law, which emphasize honesty (*sidq*), justice (*adl*), and trustworthiness (*amanah*) in every transaction. Therefore, the study underscores the urgent need for companies to adopt more transparent and ethical business practices aligned with both national regulations and sharia principles [13].

Practically, the research suggests that manufacturers, especially in the casting industry, should prioritize not only product quality but also information clarity regarding raw materials, production processes, environmental impact, and product durability. Enhanced consumer education and stricter enforcement of consumer protection laws will empower buyers to make informed purchasing decisions and reduce the risk of exploitation.

The novelty of this research lies in its integration of sharia economic law into the analysis of industrial marketing practices in the metal casting sector, a topic rarely addressed in the existing literature. While many studies focus on food and financial sectors about Islamic law, this study extends the scope to industrial manufacturing, highlighting that ethical transparency and consumer rights are universal obligations, not limited to specific industries [14].

Additionally, the study introduces the concept of transactional integrity as a bridge between sharia values and modern consumer protection frameworks. It innovatively proposes the use of state-supervised certification mechanisms inspired by halal regulation models to ensure transparency in product disclosures across industrial sectors. This

contributes a fresh, interdisciplinary perspective to the discourse on ethical industrial marketing, emphasizing that the integration of religious ethics with business practices can enhance not only compliance but also public trust and corporate accountability [14].

LITERATURE REVIEW

Panopticism on the Consumption of Halal Products

This study discusses the role of the state in ensuring the legitimacy of halal products in Indonesia, concerning Law No. 33 of 2014 concerning Halal Product Assurance. This study uses a qualitative approach and the theory of Panopticism from Michel Foucault to analyze how state regulation functions as a supervisory tool for manufacturers to register their products and obtain halal certificates. The results show that although regulations are in place, the implementation of the panopticon system has not been maximized due to the lack of strong law enforcement. Halal certification is a tool to ensure the quality and safety of products circulating in the market, although there are still challenges in supervision [15].

State Efforts to Protect Citizens through the Concept of Maslahat in Distribution Permits to Maintain Food Safety

This study examines how the state plays a role in maintaining food security through distribution permits, with a focus on Micro, Small, and Medium Enterprises (MSMEs) in the Bogor area. This study uses socio-legal research methods and analyzes food safety from the perspective of Islamic law. The results of the study show that distribution permits help ensure the quality and safety of food by the standards of *thayyib* in Islamic law. Although some business actors feel that distribution permits are an obstacle, this study shows the importance of the role of distribution permits in maintaining public health and increasing the turnover of MSME products [16].

Consumer Protection in the Sharia Framework in the Digital Era

This research explores the urgency of consumer protection in the digital era, especially in electronic commerce regulated by Government Regulation No. 71 of 2019. With a normative and empirical legal approach, this study compares consumer protection under the Consumer Protection Law and Islamic law. The results of the study show that despite the efforts to protect through existing laws, existing regulations are not adequate to deal with the dynamics of the digital economy, such as online commerce, personal data protection, and online dispute resolution. Therefore, more progressive legal reforms are needed to address these challenges [17].

Consumer Protection in Buying and Selling Used Goods According to Sharia Economic Law

This study examines consumer protection in the transaction of buying and selling used goods, which is often colored by dishonesty and injustice, especially in contracts that contain elements of *gharar* and *taghrir*. By referring to sharia economic law and the Consumer Protection Law, this study offers solutions in the form of granting *khiyar* rights to buyers and efforts to reduce uncertainty in second-hand goods transactions. The results of the study show that honesty, transparency, and compliance with sharia principles and consumer law are very important to protect consumer rights [18].

Consumer Protection Against the Acts of Changing Change with Goods

This study discusses consumer protection in the act of transferring change with goods that are not by consumer rights, based on the Consumer Protection Law. Using normative legal research methods, this study identifies problems arising from the unauthorized transfer of change. The study concluded that such transfers are contrary to the principles of consumer law and can be considered invalid, referring to the Civil Code which prohibits such acts if they are carried out without valid consent [19].

METHODOLOGY

Research methods are the framework or scientific methods used to compile, implement, and analyze research. The research method includes the entire systematic process of obtaining relevant data and information according to the purpose of the research. These methods can be diverse, ranging from survey research to qualitative research [20]. Survey research methods are suitable for describing the characteristics of large populations and are often used in social research, especially in understanding phenomena that occur in society. On the other hand, qualitative research methods are approaches to understanding the meaning of an experience or event in a particular context, which typically involves direct interaction with the research subject [21]. In addition, social research methods include a variety of approaches that allow researchers to explore the various social and cultural aspects that exist in society. In research methodology, it is important to determine methods that are appropriate to the topic and objectives of the research, as the right method will help the researcher obtain valid and relevant results [22].

This study uses a qualitative approach with a case study method to analyze consumer protection of Antiq cast metal products based on the perspective of sharia economic law and the Consumer Protection Law [23]. This approach was chosen to explore in-depth information related to field practices, consumer perception, and information disclosure in product marketing. Data was collected through in-depth interviews, observations, and document analysis. Interviews were conducted with consumers and manufacturers (Cv. Logam Jaya) to understand consumer experiences related to product quality and safety as well as manufacturers' steps in ensuring the quality and transparency of information. This study aims to evaluate the extent to which manufacturers comply with consumer protection standards from the perspective of general law and sharia.

Table 1. Research Methods

Aspect	Description
Research Approach	Qualitative
Method	Case Study
Purpose	To analyze consumer protection in Antiq cast metal products based on Sharia Economic Law and the Consumer Protection Law.
Data Collection Methods	In-depth interviews (with consumers and manufacturers – CV. Logam Jaya) - Observations (production, raw materials, marketing transparency) - Document analysis (laws, fatwas, literature)
Main Focus Areas	Consumer perception of product quality and safety - Manufacturer practices regarding transparency and quality assurance
Legal Basis for Analysis	Consumer Protection Law - MUI Fatwas - Sharia Economic Law Literature
Data Analysis Technique	Descriptive analysis to identify patterns related to justice, transparency, and responsibility
Expected Outcome	A comprehensive understanding of product circus

This study uses interview, observation, and document analysis methods to understand the production and marketing process of cast metal products. Observations are carried out to ensure that information to consumers is not misleading, focusing on raw materials, production processes, and product quality [24]. The goal is to evaluate manufacturers' compliance with consumer protection principles and sharia economic law, such as transparency and honesty. The analysis of documents includes the Consumer Protection Law, MUI fatwas, and sharia economic law literature to establish theoretical foundations and analysis parameters. The data was analyzed descriptively to find patterns related to consumer protection and the application of the principles of justice, transparency, and responsibility. This method aims to provide a comprehensive understanding of the circulation of cast metal products and their compliance with sharia regulations and values.

RESULTS AND DISCUSSION

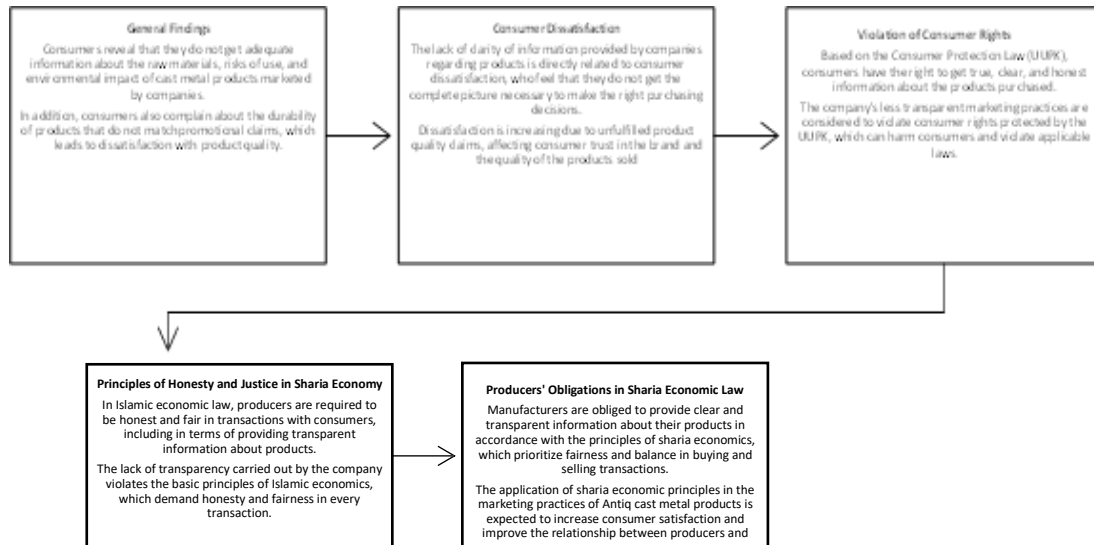


Figure 1. The Following Are the Findings of the Research Results

The metal casting process is to melt the metal and then pour the molten metal into the mould cavity. The casting product should have the required strength and hardness, but it should also have a reasonable price. With this, the casting process sometimes has more frequent defects in the product, so it is not uncommon for companies to suffer a lot of losses due to a waste of time that can hinder the running of the production process. This procedure can be used to create objects with intricate or very large shapes. In the casting process, several types of defects are found with visual analysis and the causes and efforts that can be made to prevent them can be identified. The defect factor of the product is caused by the mould design, the composition of the metal that is the raw material, the melting and pouring process, the pouring temperature, the inlet system of the metal liquid, and the moulded sand used.



Figure 2. Cast Metal Production Goods

This research reveals that in the marketing practice of cast metal products in various companies, there are still some shortcomings related to information transparency to consumers. Based on the results of interviews with several consumers, it was found that they felt that they had not received adequate information about the raw materials used, the risks of using the product, and the environmental impact arising from the production process. Unclear information on cast metal products causes consumer dissatisfaction, especially regarding the durability of non-compliant products with promotional claims [25]. Products

often do not meet promised durability standards, violating consumers' rights to true, clear, and honest information as regulated in the Consumer Protection Law. The lack of transparency in marketing is considered to hinder consumers from making wise purchasing decisions.

In the perspective of sharia economic law, consumer protection includes the principles of honesty and fairness in transactions. This principle requires that manufacturers provide complete information about raw materials, production methods, and product quality so that consumers obtain their rights in a balanced manner. The marketing practices of cast products that are still less transparent show that these principles have not been fully implemented. This means that the company has not fully fulfilled the basic values of Islamic economic law, namely transparency and fairness in providing information to consumers [26]. With a better understanding of sharia principles in transactions, it is hoped that business actors can improve the quality of their services so that consumer rights can be properly protected and fairness in transactions is maintained.

So, efforts are needed to increase understanding among producers about the importance of transparency of product information, especially by sharia principles. Manufacturers need to understand that complete and honest information is not only a legal obligation, but also part of business ethics from a sharia perspective. Fairness and balance in transactions are important factors in maintaining consumer satisfaction and trust, which can ultimately strengthen business sustainability [27]. This study recommends the importance of stricter regulatory enforcement and education to business actors regarding the principles of consumer protection that are fair and by sharia. This is necessary to encourage the implementation of more transparent and fair business practices in the marketing of Antiq cast metal products.

Four sources of Islamic law have been agreed upon by legal scholars there: founded on Sunnah, Ijma', Qiyas, and the Qur'an. When making laws relating to consumer protection in Islam, certain legal sources are used. According to Islamic doctrine, the Qur'an is the first (primary) source of law. If the difficulties in the Qur'an cannot be explained by the Sunnah, it can be used as the first source of law (the main source) [28]. The Sunnah is the second source of law (secondary source) after the Qur'an. In Islam, economic activities are part of human actions, therefore there will be accountability to Allah SWT as His Word Al-Muthoffifin 1-3. Business competition and the development of ways to win the competition are very fierce. Metal foundry entrepreneurs are faced with two choices Between running a business by adhering to religious teachings or running a business by using all means to achieve its goals, even if it must be in a way that is not in harmony with ethics and religious teachings [29]. Due to the fierce competition in the market, manufacturers are looking for ways to increase their income by legalizing all necessary means. Additional effects include the emergence of unfair business tactics that mislead customers.

Comprehensive ethical standards contained in the Qur'an and Hadith can be a guideline for business actors who conduct fair and respectful competition. Honesty, fairness, trust, helpfulness, and work ethic are some of these values. To be honest, business actors must always be open and honest in all their transactions. To be fair, businesses must treat customers, partners, employees, and rivals fairly. Trust refers to upholding the trust that people place in you when managing a business. By avoiding adverse competition and healthily supporting each other, help is obtained [30].

This research reveals that in the marketing practice of cast metal products carried out by Cv. Logam Jaya has met the transparency of information to consumers. Based on the results of interviews with several consumers, they feel that they have received adequate information about the raw materials used, the risks of using the product, and the environmental impact arising from the production process [31]. The explanation of this information causes satisfaction among consumers, who feel that they have a complete understanding of the products they buy.

The purpose of consumer protection is to protect customers to avoid things that may cause losses in the use of goods and/or service benefits. However, in reality, there are many negligence committed by business actors in running their businesses that cause losses for consumers. The main problem that negatively impacts customers is their low awareness of their rights. Low consumer education levels are the main cause of this. Therefore, the purpose of consumer protection laws is to provide a strong legal foundation for governments and organizations within the Consumer Protection community [32].

The problem of lack of transparency of information is also in line with the principles of consumer protection regulated in the Consumer Protection Law (UUPK). Article 8 of the UUPK clearly states that consumers have the right to get true, clear, and honest information about the products purchased. Marketing practices carried out by companies are considered to violate this right due to the lack of transparency in the delivery of information that is important for consumers to make wise decisions [33]. This leads to the question of whether the company has exercised its legal obligations in providing honest and transparent information regarding its products [34].

Article 8 paragraph (1) letter (a) of Law No. 8 of 1999 concerning Consumer Protection only states that business actors are prohibited from producing and/or trading goods and/or services that do not meet or are not by the standards and provisions of laws and regulations. (No et al., 2023). Many aspects of consumer protection are covered by consumer rights outlined in Article 4 of the Consumer Protection Law (UUPK). Customers have the option to select and obtain goods and/or services by the promised exchange rates, conditions, and guarantees, as well as the right to convenience, safety, and security when consuming them. In addition, consumers have the right to obtain true, clear, and honest information about the conditions and guarantees of the goods and/or services offered [35].

In the perspective of sharia economic law, consumer protection also refers to the principles of honesty and fairness in transactions. In a study conducted by Ricky Saputra and Viola Damayanti, they emphasized that buying and selling transactions, including products that are fair to consumers, are mainly related to the condition of the goods sold [36]. Although this study focuses on second-hand transactions, the principles contained in it are particularly relevant for cast metal products sold. Sellers or producers must provide clear information about raw materials, production processes, and product quality so that there are no imbalances in transactions and consumers can make more informational decisions [37].

In addition, in research conducted by Elyani, consumer protection also includes digital aspects but still underscores the importance of transparency in transactions. This research reminds us that in the digital age and electronic commerce, information transparency is becoming increasingly important, even more so for consumers who may not be able to directly check the physical of the product. Even though companies operate in the digital world, the concept of information transparency in transactions sold directly is also very relevant, because consumers have the right to obtain enough information to make wise purchasing decisions. In this context, less transparent marketing practices by companies can be considered a violation of the basic principles of sharia economic law and applicable consumer protection [38].

Everything produced by a company is done by workers, therefore the company must fulfill the rights and safety of workers. The protection of workers is discussed in Article 27 paragraph (2) of the 1945 Constitution of the Republic of Indonesia saying "every citizen has the right to work and a decent livelihood for humanity" In addition to that it is also mentioned in the Occupational Safety Law No. 1 of 1970 which is valid until now which aims to protect and guarantee the safety of workers in the workplace, and it must be ensured that production sources are used safely and efficiently [39].

The principle of transparency discussed in the research by Pratiwi Desika and Roma Ulinuha can also be applied in this context, although their research focuses more on consumer protection in the halal product market. They said that the state plays an important

role in regulating and supervising producers to comply with the rules set to protect consumers. In this case, the state acts as a watchdog that can be a panopticon that oversees the behavior of producers [40]. For example, in the context of Antiq cast metal products, the role of the state in overseeing quality standards and clarity of product information can provide stronger protection to consumers. If the company does not have complete information about raw materials and the risks of using the product, then existing regulations must be stricter in demanding transparency and accountability from the manufacturer.

The research by Mutimatun Niemi and colleagues emphasizes more on consumer protection in terms of food product distribution, but they also emphasize the importance of distribution licenses as a means to guarantee safe and quality products. Although they discuss food distribution, the principles they emphasize regarding supervision and licensing are particularly relevant for cast products. Strict supervision, both by the state and by the relevant agencies, is important so that consumers can obtain accurate information about the products they purchase. With licenses or certifications that require transparency in the production process, Companies can demonstrate their commitment to the quality and safety of the products they sell.



Figure 3. Cast Fluid Pouring Process

The marketing practices carried out by Cv. Logam Jaya should prioritize the principles of fairness and balance in transactions, as explained in the research. In Islamic economic law, consumer protection is not only about fulfilling legal obligations but also about maintaining business integrity and ethics. Sellers or manufacturers are expected to provide accurate and honest information about the product, whether it is about quality, raw materials, or existing risks. This transparency not only helps consumers make better decisions but also creates a higher trust in the products being sold, which can ultimately support the sustainability of the business itself.

This study recommends the importance of stricter regulatory enforcement and education to business actors regarding the principles of consumer protection that are fair and by sharia. With a higher awareness of sharia principles in transactions, business actors are expected to improve the quality of their services and maintain consumer satisfaction [41]. In this regard, it is important to encourage the implementation of more transparent and fair business practices in the marketing of Antiq cast metal products. Strengthening Regulations that demand transparency of information and stricter law enforcement will ensure that consumer rights can be properly protected.

By understanding sharia principles that prioritize fairness and transparency in transactions, it is hoped that business actors will not only follow legal obligations but also build stronger business ethics. This will ensure that no consumer feels disadvantaged or deceived by the lack of clarity of information about the products they are buying. In the long run, transparency of information and fairness in transactions will strengthen the relationship

between producers and consumers, which can ultimately improve the business image and strengthen the sustainability of the business.

Analysis

The findings of this study highlight two major areas of concern in the cast metal industry: production defects and inadequate transparency in marketing practices. From a technical perspective, the casting process is vulnerable to various defects caused by poor mould design, inappropriate raw material composition, and inadequate pouring temperatures. These production issues, while technical in nature, can significantly disrupt operations, resulting in financial losses and lower customer satisfaction. The presence of such defects not only compromises product quality but also reveals weaknesses in quality control mechanisms.

On the other hand, the marketing aspect of cast metal products often lacks the transparency required to empower consumers to make informed decisions. Several consumers reported receiving insufficient information regarding the composition, risks, and environmental impact of the products they purchased. This lack of disclosure violates the fundamental rights of consumers, as outlined in Indonesia's Consumer Protection Law (UUPK), particularly Article 8, which mandates that product information be accurate, clear, and honest.

From the standpoint of sharia economic law, this situation presents ethical concerns. Islamic business ethics, grounded in the Qur'an and Hadith, emphasize honesty (side), fairness ('adl), and trustworthiness (Amanah) in all business dealings. Marketing practices that withhold crucial product information contravene these values and undermine consumer rights. Companies like Cv. Logam Jaya, which has demonstrated good transparency practices, serves as a positive examples. Their efforts to provide clear details about raw materials and environmental impacts have contributed to increased consumer satisfaction and trust. Furthermore, the study draws attention to the role of the state in regulating and supervising marketing practices to ensure fairness and consumer safety. Government intervention is essential to enforce stricter regulations and mandate transparency, especially in industries where product safety and quality are not easily discernible to consumers.

To enhance ethical business conduct, it is recommended that manufacturers adopt transparency not only as a legal compliance measure but as a core component of their corporate values. Sharia principles provide a moral framework that aligns with modern consumer rights, emphasizing justice and responsibility. By internalizing these values, businesses can improve service quality, protect consumer rights, and ensure sustainable growth. Thus, this study advocates for the reinforcement of Sharia-aligned business education, regulatory oversight, and ethical marketing practices to safeguard consumers and uphold the integrity of the cast metal industry.

CONCLUSION

This study shows that consumer protection of the circulation of Antiq cast metal products still faces various challenges, especially in terms of information transparency. Although cast metal products have the aesthetic appeal and durability that consumers want, the marketing practices carried out by the company do not fully comply with the provisions stipulated in Law Number 8 of 1999 concerning Consumer Protection. Consumers feel that they lack accurate and clear information about the raw materials, risks of use, and environmental impact of the products they buy, which creates dissatisfaction and reduces trust in the product. Similarly, the Worker Protection Law discussed in Law Article 27 paragraph (2) of the Constitution of the Republic of Indonesia in 1945 with it is ensured that the obligations of the company owner or its management must meet the standard elements for the lives of workers. From the perspective of Islamic economic law, the principles of honesty and fairness in transactions must be upheld. The company's products have not fully met these

principles, due to the lack of transparency and comprehensive information conveyed to consumers. Therefore, producers need to increase their understanding of the importance of information disclosure by sharia values, which is not only a legal obligation but also part of basic business ethics and fulfills the rights of workers. The recommendations of this study include the need for stricter regulatory enforcement and continuous education for business actors regarding consumer rights and obligations in the context of fair and Sharia-compliant consumer protection. Thus, it is hoped that business actors can implement more transparent and fair marketing practices so that consumer rights can be protected and consumer trust and satisfaction can increase, which will ultimately support business sustainability in the future.

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Author Contribution

All authors contributed equally to the conception, design, and execution of this study. Each author was actively involved in the data collection, analysis, and interpretation, as well as in drafting and revising the manuscript critically for important intellectual content. This research represents a collaborative effort, and all authors have read and approved the final version of the manuscript. The integrity and quality of the publication reflect the joint responsibility of all contributors.

Conflicts of Interest

All authors declare no conflict of interest.

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