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## Consumer Protection in Acupuncture Practice at L Beauty & Health Clinic Jakarta

Yuyut Prayuti<sup>1</sup>, Lilis Christine Lesmana<sup>2</sup>, Lenny Dwinijanti<sup>3</sup>

<sup>1</sup>Universitas Islam Nusantara, Bandung, Indonesia, [prayutiuyuyut@gmail.com](mailto:prayutiuyuyut@gmail.com)

<sup>2</sup>Universitas Islam Nusantara, Bandung, Indonesia, [lesmana.christine@gmail.com](mailto:lesmana.christine@gmail.com)

<sup>3</sup>Universitas Islam Nusantara, Bandung, Indonesia, [dwijanti6@gmail.com](mailto:dwijanti6@gmail.com)

Corresponding Author: [prayutiuyuyut@gmail.com](mailto:prayutiuyuyut@gmail.com)

**Abstract:** Acupuncture practice is a top choice for many consumers at Klinik L BEAUTY & HEALTH JAKARTA, especially Therapist Amelia Kurniasari, S.Tr.Akup. However, concerns about consumer protection in this sector are still relevant. This study aims to explore aspects of consumer protection in acupuncture practice at this clinic. Using a qualitative approach, we interviewed consumers and analyzed online comments, and conducted an audit of the clinic's compliance with applicable regulations. The results revealed positive consumer perceptions of acupuncture services, but also a need for increased transparency, information and legal protection. The importance of ethical standards and regulatory compliance played a major role. This study provides insights for health practitioners and law enforcement to improve consumer safety and protection in acupuncture practice.

**Keywords:** Consumer Protection, Acupuncture Practice, Regulatory Compliance

### INTRODUCTION

The growth of the complementary health industry has become a global trend, with more and more individuals seeking alternative treatments to improve their health. Among these practices, acupuncture has become popular, in various countries. Along with its popularity, it is important for practitioners, policymakers and law enforcement to ensure that acupuncture practices are carefully considered in the context of consumer protection.

Klinik L BEAUTY & HEALTH JAKARTA, as a complementary healthcare provider in Indonesia, has been at the center of attention when it comes to the practice of acupuncture. It has attracted attention because it may raise questions about service standards, regulatory compliance, and overall consumer protection. In this introduction, we will discuss the broad context of acupuncture practice, the role of Klinik L BEAUTY & HEALTH JAKARTA, and the importance of health law management in ensuring consumer protection.

## **1.1 Context of Acupuncture Practice as Alternative Medicine**

The practice of acupuncture has become a priority for people seeking alternative treatments beyond conventional medical approaches. Acupuncture, with its deep roots in the Chinese medical tradition, offers a holistic approach that emphasizes energy balance in the body to promote health and treat various medical conditions. The technique uses needles as a medium at specific points on the body to channel energy called "Qi", with the aim of addressing energy imbalances that cause illness or discomfort.

Over the years, the practice of acupuncture has attracted the interest of the medical and scientific community due to evidence showing its effectiveness in managing various health conditions. Based on research, acupuncture can relieve pain, boost immunity, and relax the body. In a broader context, acupuncture's holistic approach treats the individual as a whole, taking into account the physical, emotional state of the patient.

However, along with its popularity, the practice of acupuncture also raises questions about the standard of care, safety, and ethics in its practice. Consumer protection is an important focus in ensuring that the services provided by acupuncture practitioners are safe, effective and beneficial to patients. Therefore, it is important to explore the role of clinics and practitioners in ensuring compliance with the standards and regulations set in the practice of acupuncture.

## **1.2 Growth of Acupuncture Practice in Indonesia**

In Indonesia, the practice of acupuncture has grown rapidly in recent decades, in line with the increasing public awareness of the importance of holistic healthcare. Factors such as urbanization, increased stress, and high rates of chronic diseases have driven public interest in alternative treatments such as acupuncture. In addition, the wider availability of information about the benefits of acupuncture through social media and the internet has expanded the reach of this practice in Indonesia.

Clinics offering acupuncture services are starting to pop up all over Indonesia, offering different types of treatments tailored to individual needs. Klinik L BEAUTY & HEALTH JAKARTA, as one of the leading providers of complementary health services, has become the first choice for many patients seeking acupuncture treatment in Jakarta. With the increasing popularity of acupuncture practice in Indonesia, it is important to evaluate compliance with service standards and regulations pertaining to this practice to ensure patient safety and security.

## **2.1 The Role of L BEAUTY & HEALTH JAKARTA Clinic in Acupuncture Practice**

Klinik L BEAUTY & HEALTH JAKARTA plays an important role in facilitating the practice of acupuncture and reaching out to consumers who need these services. As one of the leading clinics in Jakarta, Klinik L BEAUTY & HEALTH JAKARTA maintains a high standard of patient satisfaction services.

In the context of acupuncture practice, Klinik L BEAUTY & HEALTH JAKARTA must ensure that all practitioners working under its auspices meet the appropriate qualification standards, have sufficient knowledge and skills in acupuncture practice, and provide quality and safe services to patients.

## **2.2 Acupuncture Therapist Amelia Kurniasari, S.Tr.Akup**

Acupuncture Therapist Amelia Kurniasari, S.Tr.Akup, at L BEAUTY & HEALTH Clinic JAKARTA is of particular interest in the context of acupuncture practice at the clinic. As a

therapist Amelia Kurniasari, S.Tr.Akup has a great responsibility towards patients who come to receive treatment.

In her practice, Therapist Amelia Kurniasari, S.Tr.Akup must ensure that she adheres to the ethical standards and practices established in the practice of acupuncture. This includes adequate competence in placing acupuncture needles, a deep understanding of the appropriate acupuncture points, as well as the ability to carefully evaluate the patient's health condition before intervening.

### **3.1 The Importance of Health Law Management in Consumer Protection**

Health law management plays a key role in ensuring consumer protection in acupuncture practice. It involves a deep understanding of the regulations and policies that govern health practice, as well as the ability to apply them in daily practice.

In the context of L BEAUTY & HEALTH Clinic JAKARTA, health law management is critical in ensuring that the practice of acupuncture falls within the boundaries of established laws, as well as to respond to changes or developments in regulations relating to health practice. This includes monitoring changes in laws, regulations, and policies that affect the practice of acupuncture, as well as adjustments to the clinic's internal policies as needed.

### **3.2 Analysis of Relevant Laws in Acupuncture Practice**

Analysis of relevant legislation is an important step in understanding the legal regulation of acupuncture practice in Indonesia. It involves an in-depth understanding of the laws relating to the qualifications and licensing of acupuncture practitioners, sterilization and hygiene standards, the use of medical equipment, and the rights and obligations of patients (Sari et al., 2020).

In Indonesia, laws governing health practices, including acupuncture, are constantly evolving to improve standards of care and consumer protection. Such laws include licensing and certification requirements for acupuncture practitioners, procedures for supervision of clinics and independent practices, and the obligation to comply with hygiene and sterilization standards in medical services. By understanding the relevant laws, L BEAUTY & HEALTH Clinic JAKARTA follows the applicable laws.

Analysis of the legislation also allows the identification of potential legal risks that an acupuncture clinic or practitioner may face. These include the risk of malpractice claims, health regulation violations, or consumer litigation. Clinics and practitioners undertake and ensure that practice complies with established legal standards (Cakrawibawa & Roisah, 2019).

### **4.1 Importance of Research on Consumer Protection in Acupuncture Practice**

Research on consumer protection in acupuncture practice is crucial in understanding the dynamics of the relationship between health practitioners and patients. Through this research, we can identify challenges faced by consumers, explore patients' perspectives on acupuncture practice, and evaluate the effectiveness of consumer protection measures implemented by clinics and practitioners. Comprehensive research can provide a deeper understanding of consumer needs, enabling the development of policies and best practices to improve service quality and safeguard patient rights.

In addition, this study may also highlight common patterns or trends in consumer protection violations that may arise in acupuncture practices. Identifying these patterns can help practitioners and health regulatory agencies to take more effective preventive measures, such as improving training and supervision, and strengthening internal policies that prioritize patient safety.

and satisfaction. By understanding these risks, we can optimize existing consumer protection strategies and develop necessary innovations.

Legal certainty regarding consumer protection in Law Number 8 of 1999 concerning consumer protection, legal protection of consumers that consumers must obtain all their rights after fulfilling their obligations. Thus, consumers are expected to have knowledge of their basic rights as consumers, such as: the right to obtain safety from the services they consume, the right to know information, choose and to be heard (Prayuti, 2023)

#### **4.2 Contribution of L BEAUTY & HEALTH Clinic JAKARTA to Acupuncture Practice and Consumer Protection**

L BEAUTY & HEALTH Clinic JAKARTA, as a major player in the acupuncture industry in Jakarta, has a significant role in supporting consumer protection. By conducting an internal research program that focuses on patient satisfaction, therapeutic effectiveness, and service quality, the clinic is able to identify areas of improvement and improve their practice. In addition, the clinic can play an active role in sharing their research findings with the medical and healthcare community to enrich the collective knowledge of safe and effective acupuncture practice.

L BEAUTY & HEALTH Clinic JAKARTA can also play a strategic role in initiating education campaigns to consumers about their rights in acupuncture practice. Counseling on the procedures, risks, and benefits of the treatment can help improve public health literacy. In addition, these clinics can provide transparent information on the qualifications of the practitioners working in them, the sterilization standards followed, as well as the mechanisms for handling patient complaints. All these aim to empower consumers with enough knowledge to make informed decisions and ensure safety in acupuncture practice.

#### **4.3 Facing the globalization era for Consumer Protection in Acupuncture Practice**

Facing the era of globalization in consumer protection in acupuncture practice must be carefully considered. Along with technological developments and changing societal dynamics, acupuncture practice also faces evolution in consumer and regulatory demands. Challenges may include changes in government policies, shifts in consumer preferences, and the possible emergence of technological innovations in healthcare practice. Therefore, future research needs to focus on an in-depth understanding of how acupuncture practice can continue to adapt to these changes while still prioritizing consumer protection.

On the other hand, there is a great opportunity to increase transparency and consumer participation in acupuncture practice. The utilization of information technology can facilitate consumer access to information about practitioners, treatment methods, and other patient experiences. This opportunity can be optimized by clinics and practitioners to strengthen relationships with consumers, build trust, and improve overall service quality. As such, future research should identify and capitalize on these opportunities to advance the practice of acupuncture and enhance consumer protection.

## **METHOD**

This research will adopt a comprehensive and structured approach to understand and evaluate consumer protection in acupuncture practice at L BEAUTY & HEALTH Clinic JAKARTA. The methods used will include normative juridical, analytical descriptive, and qualitative approaches to provide a holistic picture of the legal aspects, clinic practices, and consumer perceptions.

### **1. Normative Juridical Approach**

This approach will involve an in-depth analysis of the legal framework governing the practice of acupuncture in Indonesia. The first step is to identify relevant laws, regulations and policies from various legal sources, including government agencies and health bodies. Once the data is collected, a comprehensive analysis of Klinik L BEAUTY & HEALTH JAKARTA's compliance with the applicable regulations is conducted. This included an evaluation of practitioner qualifications, medical equipment sterilization procedures, and the protection of consumer rights stipulated in applicable laws.

The normative juridical approach also involved a comparative study with the legal framework in other countries that have an established acupuncture practice ([Afrita et al., 2020](#)). This approach was undertaken to identify the best practices that could be applied at L BEAUTY & HEALTH Clinic JAKARTA.

### **2. Analytical Descriptive Approach**

This approach aims to document the existing acupuncture practice at L BEAUTY & HEALTH Clinic JAKARTA in detail. Data on the clinic's organizational structure, practitioner qualifications, practice procedures, and internal policies will be collected through direct observation and documentation study. Descriptive analysis will then be conducted to evaluate the clinic's compliance with existing operational standards, as well as to identify potential improvements or enhancements in acupuncture practice.

In addition, the descriptive analytical approach will involve identifying and analyzing common trends or patterns in acupuncture practice, such as the number of patients served, the types of conditions most commonly treated, and patient satisfaction levels.

### **3. Qualitative Approach**

A qualitative approach is used to understand the perceptions, services obtained, and consumer expectations at L BEAUTY & HEALTH Clinic JAKARTA. In-depth interviews will be conducted with a number of patients to obtain their views on service quality, safety, therapeutic effectiveness, and satisfaction levels. The qualitative data obtained will be thematically analyzed to identify common patterns, themes, and key emerging issues.

In addition to interviews, the qualitative approach will also involve participatory observation at the clinic to understand the dynamics of interactions between practitioners and patients and to evaluate adherence to practice procedures and sterilization standards ([Kusumaningrum, 2018](#)).

### **4. Research Instrument Development**

In addition to using a qualitative approach, the study will also involve the development of appropriate research instruments. Such instruments include questionnaires for patient interviews, checklists for clinic practice evaluation, and questionnaires for demographic data collection and patient satisfaction evaluation. The development of these instruments will involve the design, validation, and pilot testing stages. Valid and reliable research instruments will ensure that the data collected is of high quality and reliable for further analysis.

### **5. Data Collective**

Collect data carefully according to each approach used. For the normative juridical approach, data collection will involve searching for legal documents and analyzing the clinic's

compliance with existing regulations. For the analytical descriptive approach, direct observation will be conducted at the clinic to observe the clinic's practices in real-time and collect data related to practice procedures. As for the qualitative approach, in-depth interviews will be conducted with patients to obtain information on their responses to acupuncture services.

## **6. Data Analysis**

The next step is to analyze the data. For legal data, a normative analysis will be conducted to evaluate the clinic's compliance with existing regulations and identify areas of improvement needed. Descriptive analysis will be used to analyze observational data and documentation on clinic practices. As for qualitative data, common patterns identified from thematic analysis and interviews will generate key themes (Sari et al., 2020).

By adopting a structured and comprehensive approach, this research will be able to shed light on consumer protection in acupuncture practice at L BEAUTY & HEALTH Clinic JAKARTA. Through the use of various approaches, including normative juridical, analytical descriptive, and qualitative, it is expected that this research will provide a holistic understanding of the clinic's practices and consumer perceptions. As such, necessary measures can be identified to improve service standards, safety, and consumer satisfaction in acupuncture practice.

## **RESULTS AND DISCUSSION**

### **Findings from the Normative Juridical Approach**

From the normative juridical analysis, it was found that regulations related to acupuncture practice in Indonesia tend to focus on aspects of practice licenses and practitioner qualifications. However, there are still gaps in consumer protection aspects, such as the lack of provisions governing information transparency to patients and the lack of effective dispute resolution mechanisms (Susanti, 2020). For example, there are no provisions stipulating that acupuncture clinics must provide information to patients about the risks and benefits of therapy thoroughly before patients undergo acupuncture procedures. This condition shows that consumer protection has not been optimized.

In addition, in a comparative analysis with other countries that have more mature acupuncture practices such as China or Korea, it was found that Indonesia still has vulnerabilities in the aspects of regulation and consumer protection in the practice of acupuncture. For example, in South Korea, there are specific laws governing the practice of acupuncture, including provisions governing the training and certification of acupuncture practitioners as well as strict medical equipment sterilization standards. The implication of these findings is that Indonesia needs to strengthen regulation and improve consumer protection in the practice of acupuncture by reviewing existing regulations and adopting best practices from other countries.

### **Findings from the Descriptive Analytical Approach**

An analytical descriptive analysis of the acupuncture practice at Klinik L BEAUTY & HEALTH JAKARTA yielded some interesting findings. First, it was found that the clinic has a good organizational structure and clearly regulated practice procedures. For example, there are strict policies regarding the sterilization of medical equipment and the use of disposable acupuncture needles to prevent disease transmission. However, although the practice procedures are solid, there are still some aspects that need further attention.

During observations at the clinic, it was found that some practitioners were not required to wear gloves and masks during acupuncture procedures. This raises concerns about the risk of



cross-infection, especially considering that acupuncture practice involves the penetration of needles into the patient's skin. In addition, although the clinic has a policy on disclosing information to patients, sometimes the information provided is insufficient or too technical for lay patients to understand. This can lead to patients lacking an adequate understanding of the treatment procedures they undergo and the associated risks (Nuryaasiinta, 2020).

### **Findings from the Qualitative Approach**

In-depth interviews with patients yielded a deep understanding of their experiences and perceptions of acupuncture services at this clinic. Most respondents expressed satisfaction with the services they received, with many reporting improvements in their health conditions after undergoing acupuncture therapy (Wang et al., 2017). However, some patients also raised concerns about the lack of adequate information before starting therapy, as well as discomfort during the treatment procedure. These findings highlight the importance of better communication between practitioners and patients as well as the need for increased education to consumers about the procedures and benefits of acupuncture therapy.

In the context of consumer protection relevant to acupuncture practice is Law No. 8/1999 on Consumer Protection, as well as Government Regulation No. 82/2012 which regulates health service standards including acupuncture practice. However, in its implementation, there are still challenges in enforcing the regulation and ensuring effective consumer protection in acupuncture practice.

### **Combined Analysis**

From the analysis of the results obtained from the three approaches, several important conclusions can be drawn. First, while the existing regulations provide an important framework for acupuncture practice, there are still shortcomings in consumer protection that need to be addressed. Secondly, acupuncture practice at Klinik L BEAUTY & HEALTH JAKARTA generally complies with sterilization standards and practice procedures, but there are still areas where compliance could be improved. Thirdly, communication between practitioners and patients needs to be improved to ensure that consumers have a clear understanding of treatment procedures and associated risks.

### **Implications and Recommendations**

Based on these findings, there are several implications and recommendations that can be made to improve acupuncture practice and consumer protection at L BEAUTY & HEALTH Clinic JAKARTA. First, there is a need to revise existing regulations to strengthen consumer protection, including improvements in information transparency and improvements in monitoring and enforcement. Second, the clinic needs to improve training and supervision of practitioners to ensure better compliance with existing standards of practice. Third, communication between practitioners and patients needs to be improved through additional training in patient communication and counseling on the procedures and benefits of acupuncture therapy.

### **CONCLUSIONS**

In this study, we have investigated the practice of acupuncture at Klinik L BEAUTY & HEALTH JAKARTA with a focus on consumer protection and health law management. Through the use of a comprehensive approach, including normative juridical, descriptive analytical, and

qualitative analysis, we have managed to gain a better understanding of various aspects of acupuncture practice and consumers' perceptions of the services they receive.

From our analysis, we found that although acupuncture practices in these clinics generally adhere to sterilization standards and established practice procedures, there are still some areas where adherence to such standards could be improved. Communication between practitioners and patients also needs to be improved to ensure that patients have a clear understanding of treatment procedures and the associated risks.

In addition, we also found that existing regulations are still inadequate to provide optimal consumer protection in acupuncture practice. Therefore, we recommend improvements in the existing regulations to ensure that patients receive adequate protection and high quality of service. Other recommendations include improved training and supervision of practitioners to ensure better adherence to existing practice standards, as well as improvements in communication between practitioners and patients through additional training in patient communication and counseling on the procedures and benefits of acupuncture therapy.

By implementing our findings and recommendations, it is hoped that these clinics can improve their service standards and provide consumer protection in the future. This research highlights the importance of consumer protection and health law management in the context of alternative medical services. With the various findings obtained, there are several important implications that can be used as a basis for future improvement measures.

First of all, it is important to recognize that acupuncture practice is an important part of healthcare that is increasingly in demand by the public. Therefore, the need for strict regulation and adequate consumer protection is crucial to ensure high service quality and patient safety. From the results of this study, we recommend to the authorities and regulatory bodies to strengthen existing regulations, including stricter supervision of acupuncture practices and improvements in monitoring and enforcement. By strengthening the public's understanding of these practices, it is hoped that consumers will be better able to make informed decisions about healthcare and understand consumer rights.

Furthermore, acupuncture clinics and practitioners also need to make improvements in communication and transparency with patients. This includes providing transparent information about treatment procedures, risks, and costs. By improving communication between practitioners and patients, it is expected that patients will feel more comfortable and have greater trust in the treatment process.

The conclusion of the results of this study is that the L Beauty & Health Jakarta Clinic has implemented Standard Operating Procedures as a clinic, acupuncture therapists have also carried out their practices according to Competency Standards and Acupuncture Professional Standards. L Beauty & health Jakarta Clinic always upholds the Consumer Protection Law, which is evidenced by a detailed explanation from the therapist before therapy to the patient (Inform Consent), during therapy and after therapy (through interactive communication between therapist and patient). These are all consumer rights that the Clinic is obliged to provide to its patients. By implementing the findings and recommendations, it is expected that the practice of acupuncture will become higher quality and consumers will receive better protection.

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