

## ABSTRACT

CDMA-based telecommunication services are now no longer be felt by the people of Indonesia is no exception Bandung because it is in line with the Government's program according KOMINFO PM 30 2014 and KM KOMINFO No.934 2014 concerning Settlement and Transfer of Permits Band Frequency Frequency 800 Mhz become one causes of closure of Telkom Flexi service. Telkom still trying to keep the rest of the 4.4 million users in Indonesia and particularly wilayah Bandung amounted to 159 862 users from switching to other providers and encourage Flexi users to switch to its subsidiary Telkomsel users the migration program. The program as a form of responsibility in the protection of consumers Telkom Telkom Flexi. This study aims to determine the effectiveness of the migration program Telkom Flexi to Telkomsel KartuAS Flexi as a form of consumer protection rules on the application of Telkomsel users KartuAS Flexi Bandung with reference to UU No. 8 of 1999 on Consumer Protection.

This study used a qualitative descriptive study methode. This study unit is based on the theory of five factors effectiveness of Soerjono Soekanto ie legal factors, factors of law enforcement, facilities and infrastructure factors, community factors, and cultural factors.

This study shows that the effectiveness of the migration program to Telkomsel, Telkom Flexi Flexi KartuAS as a form of consumer protection rules on the application of Telkomsel users KartuAS Flexi Bandung is "good" with reference to the Act No. 8 of 1999 on Consumer Protection.

**Keywords : Migration , Regulatory Effectiveness , Law 8 of 1999 on Consumer Protection , Telkom Flexi**