

## **ABSTRACT**

*Use of SMS became a major revenue for Telkomsel. With SMS one can easily to convey a message to the SMS service. But behind the ease of SMS service many problems that occur on SMS services, such as SMS case suction pulses that was rife among the public. SMS suction pulses are very detrimental to customers and also hurt their own businesses. Therefore, consumer protection is needed to ensure legal certainty customers to get their rights. Results of the qualitative research done by doing research with sources originating from customers and businesses related to the case of suction pulses that occur at PT. Telkomsel.*

**Keywords: SMS, Suck Toll, Consumer, business communities, Consumer Protection**