EDUCATION ON UNDERSTANDING OF INTELLECTUAL PROPERTY RIGHTS FOR JAJE UPAKARA MSME PRODUCTS IN SULAHAN VILLAGE

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Abstract
The existence of MSMEs (Micro, Small, and Medium Enterprises) as community businesses in Sulahan Village is quite a lot of existence, but knowledge about IPR (Intellectual Property Rights) is still minimal. One of the problems found in Sulahan Village is the knowledge of the MSME owner community regarding the procedures for registering IPR. An alternative that can protect MSMEs from IPR protection is to register MSMEs with the Ministry of Law and Human Rights. By registering the trademark of the MSME, the MSME gets legal protection. IPR registration can be beneficial for MSME actors. This is useful for the protection of a brand, copyrighted work, and product for these MSME business actors. Thus, MSME actors can avoid similarity or plagiarism of other brands, and avoid lawsuits. Through the IPR Education program for MSMEs, it is expected to increase insight and knowledge for MSME owners about the importance of IPR for legal protection. Based on these problems, the author through Community Service activities has carried out IPR Counseling for Jaje Upakara MSMEs in Sulahan Village. The method used is to provide education on understanding IPR, which is carried out through three stages. Namely: the stage of observation, interview, and implementation of work programs in Sulahan Village. The results of the education carried out are in the form of knowledge about IPR Registration to the public and products in the form of PPT.

Keywords: Education, IPR Registration, MSMEs.

INTRODUCTION
The rapid development and advancement of Information Technology have caused changes in human life activities in various fields that have directly affected the birth of new forms of legal acts, the use and utilization of Information Technology must continue to be developed to maintain, maintain, and strengthen national unity and unity based on laws and regulations in the national interest, that the use of Information Technology plays an important role in trade and national economic growth to realize public welfare.

In the era of globalization, efforts to protect IPR are so prominent and become a concern for many circles, not only for government policy regulators, business people, and investors but also for experts. IPR aspects have been included in the scenario of General Agreements on
Trade and Tariffs (GATT) and the World Trade Organization (WTO) through declarations or agreements on Trade-Related Aspects of Intellectual Property Rights (TRIPs), so that intellectual property has become a means of trade to win competition in the global economy, with legal commercial purposes.

IPR (intellectual property rights) is the right to obtain legal protection of intellectual property by laws and regulations. The protection that is applied is protection for a brand, copyright, and production of MSME business actors. Why is education about IPR needed for MSMEs.

IPR is important for MSMEs because Indonesia has great potential in the creative industry and abundant natural wealth, so it needs to be supported by optimal efforts in providing IPR protection.

The protection of IPR has an important meaning for the business world. The business world needs the protection of its products and what things are related to its products. Intellectual property is the key to competition and business development. Understanding IPR is not only useful for protecting businesses but also for keeping a business from violating the law due to IPR violations.

MSMEs as national economic actors have a very important role in economic development, this is because their business activities can expand employment and provide services widely to the community.

In Bangli Regency, especially Sulahan Village, the number of MSMEs continues to increase. Sulahan Village has great MSME potential because Sulahan Village is one of the bamboo-producing villages in Bangli Regency and its strategic location is close to Bangli City and Kintamani Tourism Center, thus encouraging business people to build and develop their businesses.

Sulahan Village is one of 9 villages in Susut District, Bangli Regency. Sulahan Village consists of 10 Traditional Banjars, namely Banjar Adat Lumbuan, Banjar Adat Sulahan, Banjar Adat Tanggahan Peken, Banjar Adat Tanggahan Gunung, Banjar Adat Kikian, Banjar Adat Kebon, Banjar Adat Alisbintang, Banjar Adat Bungkuan, Banjar Adat Cekeng.

Sulahan Village is one of the villages where most of the area is in the form of rice fields and plantations. The residents of Sulahan Village mostly work as entrepreneurs and farmers, in terms of business can be in the form of MSMEs such as woven bamboo MSMEs whose products can be in the form of besek, food products such as ketella chips, loloh / jamu, and jaje upakara. In this discussion, the MSMEs that will be focused on are MSMEs jaje Upakara. Sulahan Village has a strategic location, which is close to Bangli City and Kintamani Tourism Center, road access is adequate, making it easier in the process of shipping goods or marketing.

Currently, one of the problems in Sulahan Village is knowledge from the community of MSME owners regarding the procedures for registering IPR with MSMEs. One alternative that can protect MSMEs from IPR protection is to register MSMEs with the Ministry of Law and Human Rights. By registering the trademark of the MSME, the MSME gets legal protection.

The main function of IPR registration is to find out whether the trademark owned by an MSME can be registered or not. In addition, registering a trademark with MSMEs also aims to avoid lawsuits from other parties caused by trademark similarities. Then another reason why MSMEs need to register a brand is because the brand is a very important asset for MSMEs. IPR or trademark registration is certainly very profitable for MSME actors. This is useful for the
protection of a brand, copyrighted work, and product for these MSME business actors. So, these MSME actors can avoid similarity or plagiarism of other brands, and avoid lawsuits.

The purpose of understanding education about IPR in Sulahan Village is to find out the benefits of IPR registration for MSMEs and provide a new understanding to the people of Sulahan Village, especially MSME owner Jaje Upakara about how to register IPR and the importance of IPR for business actors.

The scope that is basis for this Community Service is taken from observations and information from village officials and also the owner of the Jaje Upakara MSME business named Jik Loling, which is a community of Sulahan Village, precisely slaughtered by Sulahan custom.

IMPLEMENTATION METHOD

The implementation of community service in the form of education regarding IPR registration for MSMEs, especially MSMEs, began with field observation on Friday, January 20, 2023. The observation session was carried out by seeing firsthand the process of making jaje upakara and interviewing the owner of Jaje Upakara MSMEs named Jik Loling and discussing how to register IPR and the importance of IPR for sustainable MSMEs. Furthermore, on Friday, January 27, 2023, a detailed Work Program discussion session was held between the author and jik lolling through PPT media. The discussion was about IPR registration, IPR registration procedures, and the importance of IPR for MSME owners. On Monday, January 30, 2023, a banner and certificate from the author for MSME Owner Jaje Upakara was held.

Stages or Procedures in carrying out community service, namely:
1). Observation Stage: Observation is carried out directly by the author at the production site of Jaje upakara to see firsthand the process of making jaje upakara. At this stage, a conversation was also held between the author and MSME owners to make it easier for the author to understand the material and work programs needed to assist in the IPR registration process.
2). Interview Stage: At the interview stage the author and MSME owners discuss how to register IPR and the importance of IPR for sustainable MSMEs.
3). Implementation of Work Program: At this stage, the author explains IPR registration, IPR registration procedures, and the importance of IPR for MSME owners with PPT media so that it is easily understood by Jik Loling as the owner of Jaje Upakara MSMEs.
RESULTS AND DISCUSSION

With the education about IPR for MSMEs Jaje Upakara Jik Loling located in Sulahan Village, the purpose of counseling about IPR can increase public knowledge and insight on how to register IPR and the importance of IPR for sustainable MSMEs. To be applied and become a benefit for MSME owners in Sulahan Village.

The results of community service activities in Sulahan Village after education about IPR in Jik Loling’s MSMEs can be in the form of knowledge obtained by MSMEs where the Work Program takes place and the resulting products can be in the form of PowerPoint, which in the future can be used by Jik Loling as the owner of Jaje Upakara MSMEs to explain IPR with the community or other MSME owners.

<table>
<thead>
<tr>
<th>No</th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>1</td>
<td>Lack of understanding of MSME owners regarding how to register IPR</td>
<td>MSME owners have an understanding of how to register IPR</td>
</tr>
<tr>
<td>2</td>
<td>Lack of understanding of MSME owners about the importance of IPR for a product that is being dipped</td>
<td>MSME owners understand the importance of IPR for a product that is being produced</td>
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<tr>
<td>3</td>
<td>Products that have not been registered with IPR may be plagiarized</td>
<td>Products that have been registered by IPR are protected from plagiarism because they have been legally recognized</td>
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HKI

Pengertian HKI: Hak untuk memperoleh perlindungan hukum atas kekayaan intelektual atau sesuai dengan peraturan perundangan - undangan

TUJUAN HKI

HKI bertujuan untuk melindungi hak-hak asasi manusia. Pembuatan HKI bagi UMKM merupakan hal yang penting karena telah menimbulkan diskriminasi dan hiso super di dalam kehidupan sehari-hari. HKI kemudian merupakan peraturan yang menangani kekhawatiran atas hak-hak asasi manusia. Tujuan Pembuatan HKI: Untuk menjalankan opulat menukik yang disebut dengan hukum HKI yang harus selalu dijalankan dan harus dipatuhi oleh semua pihak yang terkait.

KENAPA HKI PENTING?

- Sebagai bentuk antisipasi pelanggaran HKI: Pendaftaran hak cipta dan HKI akan memastikan kita memiliki teknologi yang bukan hanya satu dengan orang lain. Karya atau merek kita bisa dilindungi. Jika suatu UMKM telah memiliki HKI maka arang yang bersifat informal atau informal karya UMKM tersebut akan berhak agar jika karya tersebut bersifat ilegal.
- Perlindungan hak cipta dan hak ciptanya: Jika pemberi bidik dan pemakai UMKM suatu karya apapun kepada HKI maka karya tersebut akan menerima perlindungan hukum.
- Kepentingan dan manfaat hak sebagai penerima hak: Kepentingan hak sebagai hak yang diterima oleh masyarakat dan kepentingan hak sebagai hak yang diterima oleh masyarakat yang semakin meningkat.
BIAYA YANG DIPERLUKAN UNTUK
PENDAFTARAN HKI

- Pencatatan ciptaan dan/atau produk UMKM
  - Secara Elektronik (online) Per Pemohonan : Rp 200.000
  - Secara Non Elektronik Per Pemohonan : Rp 250.000

- Vmum
  - Secara Elektronik (online) Per Pemohonan : Rp 600.000
  - Secara Non Elektronik Per Pemohonan : Rp 700.000

Pemohonan pencatatan pengelolaan hak atas suatu ciptaan yang terdaftar dalam daftar umum ciptaan
- Per Nomor Daftar : Rp 200.000

Pemohonan perbaikan nama dan alamat suatu ciptaan yang terdaftar dalam daftar umum ciptaan
- Per Nomor Daftar : Rp 150.000

TAHAP PENDAFTARAN HKI
(Dibawah naungan Ditjen Kejiayaan Intelektual
Kementerian Hukum dan Ham RI

1) Registrasi akan di alamat: e-hakcipta.dgip.go.id (harus memiliki akun e-hakcipta terlebih dahulu)
2) Membuat pengajuan pencatatan digital
3) Mengecek seluruh formulir yang tersedia
4) Mengunggah data dukung yang diperlukan
5) Melakukan pembayaran
6) Pemeriksaan formalitas
7) Verifikasi
8) Pencatatan ciptaan disetujui
9) Pencatatan sertifikat

CARA PERPANJANG HAK MEREK

Perpanjangan Jangka Waktu Perlindungan Merek dipastikan bagi pemilik hak merek yang sudah mendapatkan sertifikat merek untuk memperpanjang waktu perlindungan mereknya selama 10 tahun lagi. Pengajuan Perpanjangan Jangka Waktu Perlindungan Merek dapat dilakukan 6 bulan sebelum masa perlindungan merek berakhir.

Syarat:
1. Etiket/Label Merek
2. Sertifikat Merek
3. Surat Kuasa Konsultan RI Bepermen (jika menggunakan Konsultan)
4. Surat Pernyataan Penggunaan Merek (download centang surat)
5. Surat Pernyataan Tidak Menggunakan Klasif Barang/Jasa (untuk multi klasif)
6. Surat Rekomendasi UMK Binaan atau Surat Keterangan UMK Binaan Akad
CONCLUSION
The purpose of conducting understanding education about IPR for MSMEs is to increase the insight of business actors or MSME owners about the importance of IPR for products that are being made and is useful for the protection of a brand, copyright, and product for MSME business actors. So, these MSME actors can avoid similarity or plagiarism of other brands, and avoid lawsuits. The benefits that can be generated from this education are in the form of more understanding for MSME owners about the importance of IPR for the products being made and also a guideline on IPR in the form of PPT so that it can then be studied by other MSME owners so that understanding of IPR can continue to expand.
REFERENCES


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