

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

Dewa Ayu Susanti Dewi<sup>1</sup>, Dewa Ayu Putu Adhiya Garini Putri<sup>2</sup>

Universitas Pendidikan Nasional

<sup>1</sup> [susantidewaayu@gmail.com](mailto:susantidewaayu@gmail.com), <sup>2</sup> [adhiyagarini putri@undiknas.ac.id](mailto:adhiyagarini putri@undiknas.ac.id)

### Abstract

The existence of MSMEs (Micro, Small, and Medium Enterprises) as community businesses in Sulahan Village is quite 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.

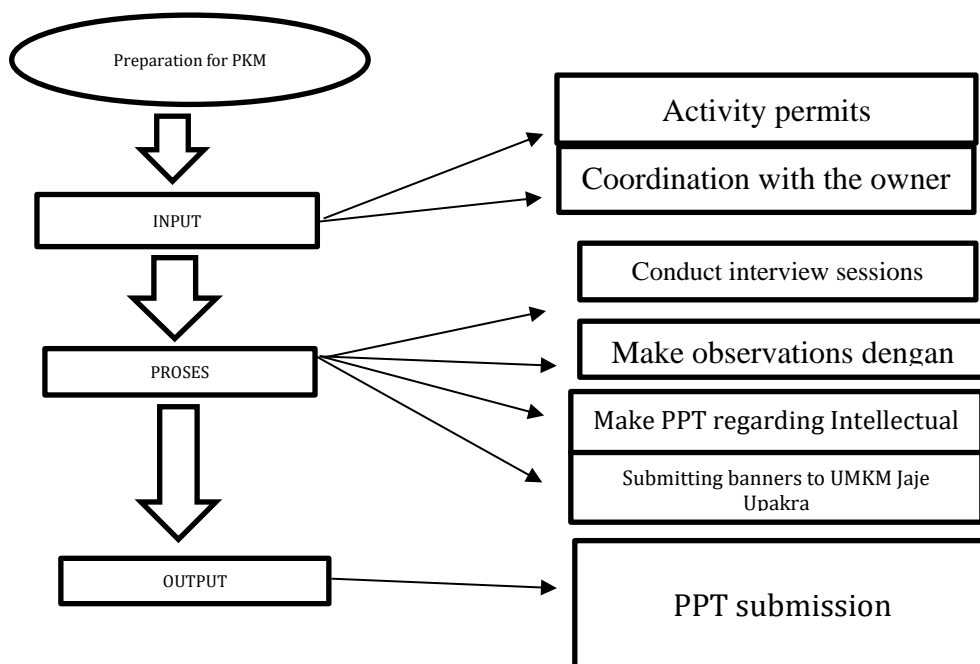
The scope that is basis for this Community Service is taken from observations and information from village officials and also the owner of the Jaje Upakara MSME business named Jik Loling, which is a community of Sulahan Village, precisely slaughtered by Sulahan custom.

## **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 1. Comparison before and after implementation**

Before and After Comparison (IPR Counseling for Jaje Gina MSMEs)		
No	Before	After
1	Lack of understanding of MSME owners regarding how to register IPR	MSME owners have an understanding of how to register IPR
2	Lack of understanding of MSME owners about the importance of IPR for a product that is being dipped	MSME owners understand the importance of IPR for a product that is being produced
3	Products that have not been registered with IPR may be plagiarized	Products that have been registered by IPR are protected from plagiarism because they have been legally recognized



## HKI

Pengertian HKI : Hak untuk memperoleh perlindungan hukum atas kekayaan intelektual atau sesuai dengan peraturan perundang – undangan.



## TUJUAN HKI

HAKI bertujuan untuk melindungi karya setiap orang.

Pendaftaran HKI bagi UMKM merupakan hal yang penting dan tidak boleh dilewatkan dan harus segera didaftarkan oleh pemilik UMKM ketika menjalankan bisnisnya.

Tujuan Pendaftaran : Untuk mengetahui apakah merek yang dimiliki oleh suatu UMKM tersebut dapat didaftarkan atau belum, menghindari gugatan dari pihak lain yang disebabkan karena adanya kemiripan merek unsur kreatif dalam merek seperti desain logo atau desain huruf, merek merupakan sebuah aset yang sangat penting untuk UMKM karena itu merek dalam suatu UMKM harus didaftarkan oleh pemilik usaha.



## KENAPA HKI PENTING?

- Sebagai bentuk antisipasi pelanggaran HKI : Pendaftaran hak cipta ke HKI akan membuat kita memiliki landasan yang kuat jika sewaktu – waktu kita harus melawan orang yang menggunakan karya atau merek kita secara ilegal. Jika suatu UMKM telah memiliki HKI maka orang yang berkeinginan menjiplak karya UMKM tersebut akan berfikir lagi jika ingin menjiplak karya kita.
- Perlindungan hukum terhadap pencipta dan karya ciptanya : Jika pemilik bisnis/perusahaan/ UMKM suatu karya apapun kepada HKI maka karya tersebut akan mendapat perlindungan hukum.
- Kompetisi dan memperluas pangsa pasar : Meningkatkan kompetisi antar sesama pengusaha. Dengan adanya HKI, maka banyak pengusaha yang akan termotivasi untuk berkarya dan berinovasi sehingga kompetisi semakin meningkat.



### BIAYA YANG DIPERLUKAN UNTUK PENDAFTARAN HKI

Permohonan pencatatan ciptaan dan/atau produk UMKM

- Secara Elektronik (online) Per Permohonan : Rp 200.000
- Secara Non Elektronik Per Permohonan : Rp 250.000

Umum

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

Permohonan pencatatan pengalihan hak atas suatu ciptaan yang terdaftar dalam daftar umum ciptaan

- Per Nomor Daftar : Rp 200.000

Permohonan perubahan nama dan alamat suatu ciptaan yang terdaftar dalam daftar umum ciptaan

- Per Nomor Daftar : Rp 150.000



### TAHAP PENDAFTARAN HKI (Dibawah naungan Dirjen Kekayaan Intelektual Kementerian Hukum dan Ham RI)

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



### CARA PERPANJANG HAK MEREK

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

Syarat:

1. Etiket/Label Merek
2. Sertifikat Merek
3. Surat Kuasa Konsultan KI Bermaterai (jika menggunakan Konsultan)
4. Surat Pernyataan Penggunaan Merek (download contoh surat)
5. Surat Pernyataan Tidak Menggunakan Kelas Barang/Jasa (untuk multi kelas)
6. Surat Rekomendasi UKM Binaan atau Surat Keterangan UKM Binaan Dinas (Asli)



**Picture 1:** Community Service Presentation Material that has been undertaken

## 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

- Arif, M. (2002). Pemanfaatan Dan Pengelolaan Hak Atas Kekayaan Intelektual Sebagai Strategi Pengembangan Kewirausahaan. *Jurnal Universitas Negeri Medan*, 43-51.
- Asri, D. P. (2020). Perlindungan Hukum Hak Kekayaan Intelektual Bagi Produk Kreatif Usaha Kecil Menengah Di Yogyakarta. *Jurnal Hukum Ius Quia Iustum*, Vol 27, No.1, 131 & 135..
- Blasius Manggu, S. B. (2023). Pendampingan Mitra Konsultan Dalam Penerapan Strategi Pemasaran Bagi Para Pelaku Umkm Di Kota Bengkulu Vol 6, No 1. *Pengabdian Pada Masyarakat*, 124-129.
- Dr. Sentosa Sembiring, S. M. (2002). Hak Kekayaan Intelektual Dalam Berbagai Peraturan Perundang-Undangan. *Hak Kekayaan Intelektual*, 13-14.
- Emaya Kurniawati, S. Y. (2021). Sosialisasi Pembuatan Merek Produk Ukm Di Kelurahan Pedurungan Semarang. *Jurnal Pengabdian Kepada Masyarakat*, Vol.8, No.1.
- Gorda, A. N. (2020). Sosialisasi Hak Cipta Dan Hak Merek Pada Kelompok Usaha Kecil Dan Menengah (Ukm) Sebagai Aset Bisnis Di Era Industri Kreatif (Sosialisasi Hak Merek Dan Hak Paten Pada Masyarakat Desa Celuk Kabupaten Gianyar). *Jurnal Pengabdian Kepada Masyarakat*, Vol. 1, No. 1.
- Hari Sutra Disemadi, M. A. (2021). Arti Penting Perlindungan Kekayaan Intelektual Pencipta Logo Coffe Shop Di Kota Batam, Indonesia. *Jurnal Ilmu Hukum*, Vol 10, No.1.
- Hetty Hassanah, A. A. (2022). Perlindungan Hukum Kekayaan Intelektual Dalam Usaha Koperasi Hikmah Berkah Silaturahmi. *Jurnal Pengabdian Masyarakat Bidang Sosial Dan Humaniora*, Vol.1, No.2.
- Hetty Hassanah, N. W. (2022). Sosialisasi Aspek Hukum Kekayaan Intelektual Dalam Usaha Kecil Menengah. *Jurnal Pengabdian Masyarakat Bidang Sosial Dan Humaniora*, Vol.1, No.1.
- Ibrahim, M. Y. (2023). Perlindungan Hukum Kekayaan Intelektual Di Indonesia. *Jurnal Pengabdian*, Vol 2, No.1, 375-382.
- Lardin Korawijayanti, T. D. (2022). Perlindungan Hak Kekayaan Intelektual (Hki) Terhadap Usaha Kecil Menengah (Ukm) Sekar Melati Handycraft, Banyuasri, Kabupaten Semarang. *Jurnal Polines*, Vol 4, No 1, 1038-1039.
- Sembiring, S. (202). Hak Kekayaan Intelektual Dalam Berbagai Peraturan Perundang-Undangan. Bandung: Yrama Widya.
- Sinaga, N. A. (2020). Pentingnya Perlindungan Hukum Kekayaan Intelektual Bagi Pembangunan Ekonomi Indonesia. *Jurnal Hukum Sasana*, Vol.6, No.2.
- Wiga Maulana Baihaqi, C. P. (2021). Pelatihan Dan Pendampingan Pendaftaran Merek Dagang Bagi Pelaku Usaha Mikro Kecil Menengah (Umkm) Di Banyumas. *Jurnal Pengabdian Dan Pemberdayaan Masyarakat*, Vol 2,
- Purwaningsih, E., Suhaeri, S., & Ariyanti, E. R. N. (2020). Branding Produk UMKM Kampung Wisata Bisnis Tegal Waru melalui Reputasi Merek dan Basis Informasi Teknologi. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 5(1). <https://doi.org/10.26905/abdimas.v5i1.3392>