

Strengthening Local Product Identity through Trademark Protection in Sendang Mulya Sari Village, Konawe Regency

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Abstract:

The purpose of this community service activity was to enhance the legal understanding and awareness of the community, particularly local business actors in Sendang Mulya Sari Village, regarding the importance of trademark protection as an identity for local products. The activity consisted of three stages: the preparation stage, which included location surveys, coordination with the village head, and identification of legal issues; the implementation stage, which began with a pretest; and a final stage featuring a posttest to measure the community's understanding after the material was delivered. The methods used were face to face lectures and discussions with a persuasive, educational, communicative, and accommodative approach. The results showed a significant increase in the community's legal understanding. Before the activity, very low understanding was observed in 80 percent of participants, or 32 people. After the activity, the level of high understanding increased to 60 percent, or 24 people, and very high understanding reached 20 percent, or 8 people, while no participants remained at a low understanding level.

Keywords: Communal Intellectual Property, Intangible Heritage, Traditional Rituals, Heritage, Culture

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Introduction

Indonesia, with its abundant cultural wealth and creativity, has great potential for developing a creative economy based on the intellectual works of its people. Cultural diversity, a productive human resource base, and a strong entrepreneurial spirit make the Micro, Small, and Medium Enterprises (MSME) sector the backbone of the national economy. MSMEs not only absorb a large number of workers but also serve as fertile

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ground for the emergence of competitive local creative products, both in the domestic and international markets (Hasuri, 2025).

Based on data quoted from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia in January 2025, the number of MSME actors has now reached more than 64 million units. The role of MSMEs as the backbone of Indonesia's economy is demonstrated by their contribution of more than 60% to the national Gross Domestic Product (GDP) and their absorption of nearly 97% of the workforce. The contribution of MSMEs to Indonesia's national exports reaches approximately 15.7% of total exports (*Kementerian Koordinator Bidang Perekonomian Republik Indonesia, n.d.*).

Although the number of MSMEs is very significant, the level of intellectual property protection, especially trademarks, is still relatively low. The Directorate General of Intellectual Property (DGIP) of the Ministry of Law recorded a total of 412,243 Intellectual Property (IP) applications submitted from January 1 to December 31, 2025, confirming the increasing awareness of IP protection in Indonesian society. The data includes 153,351 Trademark applications, 15,192 Patents, 8,649 Industrial Designs, 229,795 Copyrights, 37 Geographical Indications, 9 DTLST, and 18 Trade Secret applications. As many as 429,343 intellectual property application completions were finalised by DJKI in 2025. This number is still small compared to the number of MSMEs, which reaches more than 65 million units. This figure is still small compared to the number of MSMEs, which exceeds 65 million units.

In this context, trademark protection plays a strategic role in maintaining product originality, providing legal certainty, and enhancing the added value of every product and service produced by MSME actors. However, the utilisation of trademark protection among MSMEs still faces several challenges (“(PDF) Community Legal Education about Criminal Policies in the Context of Post-Covid 19 Pandemic Economic Recovery in

Mokoau Village, Kendari City," n.d.). The lack of socialisation about the importance of trademarks, the low understanding of the benefits of trademark registration, and the administrative procedures considered complicated are the main obstacles. In fact, legal protection through the intellectual property rights system can provide significant economic benefits while also strengthening the position of MSMEs in facing market competition. Article 1 number 5 of the Trademark and Geographical Indications Law emphasises that the right to a trademark is an exclusive right granted by the state to the registered trademark owner for a certain period, allowing them to use the trademark themselves or permit others to use it.

A brand is something (an image or name) that can be used to identify a product or company in the market. Legally, the definition of a brand according to Article 1 paragraph (1) of Law Number 20 of 2016 concerning Brands and Geographical Indications (hereinafter Trademark Law) is a sign that can be displayed graphically in the form of images, logos, names, words, letters, numbers, colour arrangements, in 2 (two) and/or 3 (three) dimensions, sound, holograms, or a combination of 2 (two) or more of these elements to distinguish goods and/or services produced by individuals or legal entities in the course of trading goods and/or services (Agustin et al., 2024). The scope of a brand includes Trademarks and Service Marks. Trademarks are more focused on commercial products in the form of goods, while service marks are more related to commercial products in the form of services. As a sign, a brand is used so that consumers can easily recognise a product, because without a brand, it would be difficult for people to explain to others about the product they are going to consume. This is the reason why a brand is considered a form of intellectual property that plays an important role in the smooth and improved trade of goods and/or services. Trademark protection uses the first-to-file principle (Armidy & Lestaluhu, 2025). The implication of this principle is that the party who first registers the trademark with the Directorate General of Intellectual

Property of the Ministry of Law of the Republic of Indonesia will be protected as the trademark owner and will benefit from owning the trademark.

Branding is very important in the product trade sector, such as handicrafts produced by creative industry players. One of the handicraft industries is located in Sendang Mulya Sari Village, which is in Tongauna District, Konawe Regency. Sendang Mulya Sari Village has potential that can be developed to improve the welfare of its residents. This potential can be in the form of resources, as well as unique culture and traditions, which are valuable assets that can support development based on local wisdom, promote independence, and become a sustainable economic force.

The use of brands is very important in the product trade sector, such as handicrafts produced by creative industry players. One of the handicraft industries is located in Sendang Mulya Sari Village, which is in Tongauna District, Konawe Regency. There are 4 industries in Sendang Mulya Sari Village, consisting of 3 furniture industries made from wood, rattan/bamboo, plastic, metal, and 1 food industry (Djuarni, 2023). The furniture industries made from wood, rattan/bamboo, plastic, and metal in Sendang Mulya Sari Village have the potential to become flagship products. Then, from the perspective of natural resources, Sendang Mulya Sari Village is very well-known for its agricultural wealth, especially food crops with its main production commodity being hybrid rice.

Sendang Mulya Sari Village, which has the potential for the handicraft industry to become a flagship product. However, it doesn't yet have a brand or label. Local business owners face various obstacles in managing trademark rights, starting with a lack of knowledge about trademark registration procedures. Many local business owners are still unaware of the importance of registering their trademarks as a strategic step to protect their business identity. As a result, local businesses are vulnerable to the risk of their trademarks being used by others without permission, which can be financially and

reputationally damaging (Fathonah et al., 2024). Additionally, this lack of awareness is often caused by a lack of information or understanding regarding the procedures and benefits of trademark registration. Some business owners find the process complex, time-consuming, or expensive. In fact, trademark registration provides strong legal protection, giving trademark owners the exclusive right to use or license the mark. This also helps prevent future legal conflicts due to trademark claims by other parties.

As stipulated in Article 21 of the Trademark and Geographical Indications Law that:

- (1) an application is rejected if the Trademark has similarities in its entirety or in its essential part with:
 - a. A registered Trademark owned by another party or applied for earlier by another party for similar goods and/or services;
 - b. a well-known Trademark owned by another party for similar goods and/or services;
 - c. a well-known Trademark owned by another party for dissimilar goods and/or services that meet certain requirements; or
 - d. a registered Geographical Indication.
- (2) The application is rejected if the Trademark:
 - a. is identical or similar to the name or abbreviation of the name of a famous person, photo, or the name of a legal entity owned by another person, except with the written consent of the entitled party;

- b. is identical or similar to the name or abbreviation of the name, flag, emblem, or symbol of a country, or a national or international institution, except with the written consent of the authorised party;
 - c. is identical or similar to the name or abbreviation of the name, flag, emblem, or symbol of a country, or a national or international institution, except with the written consent of the authorised party; or
 - d. is identical or similar to an official mark, seal, or stamp used by the state or government institution, except with the written consent of the authorised party.
- (3) The application is rejected if submitted by an applicant with bad faith.
- (4) Further provisions regarding the rejection of trademark applications as referred to in paragraph (1) letters a to c are regulated by Ministerial Regulation.

Next, Article 76 of the Trademark and Geographical Indications Law states that:

- (1) A cancellation lawsuit for a registered trademark can be filed by an interested party based on the reasons as referred to in Article 20 and/or Article 21.
- (2) The owner of an unregistered trademark can file a lawsuit as referred to in paragraph (1) after submitting an application to the Minister.
- (3) The cancellation lawsuit is filed with the Commercial Court against the owner of the registered trademark.

The absence of brands and labels makes it difficult for sellers' products to be widely recognised, especially in an increasingly competitive market. However, the presence of distinctive brands and labels can strengthen product identity, attract more

tourists, and enhance competitiveness both nationally and internationally (Mulyati, 2023). By overcoming these challenges, local products have great potential not only to support the preservation of local products but also to strengthen Sendang Mulya Sari Village's position as an area capable of sustainably advancing the welfare of the local community.

A strategic step that local business owners in Sendang Mulya Sari Village must take is to increase legal understanding and awareness in building a local product identity through trademark protection. Therefore, understanding trademark registration procedures and trademark protection is very important for local business owners so that their products can compete in both national and international markets.

There are several problems faced by partners in strengthening the identity of local products through trademark protection. Specifically, the problems experienced by partners can be described as the low level of understanding of local business actors regarding trademark rights regulations, limited access to information, and the lack of legal facilities, which are the main factors hindering the optimisation of trademark protection (Nirwana et al., 2025). This condition means that many local business owners have not yet been able to utilise trademark rights as a strategic tool to support innovation and increase competitiveness in the national and global markets.

Based on the description above, the purpose of this community service activity is to increase the understanding and legal awareness of the community, especially local business owners, regarding the importance of trademark protection as an identity for local products in Sendang Mulya Sari Village. Through this service activity, it is hoped that local business owners will understand how trademarks can strengthen the competitiveness of their products, attract consumer interest, and support business

development, thus creating a brand that reflects the uniqueness and quality of local products, and indirectly supporting the economic sustainability of the local community.

Methods

This study employed an empirical legal research method with a descriptive qualitative approach, conducted in Sendang Mulya Sari Village, Tongauna District, Konawe Regency in September 2025. The research population consisted of all micro, small, and medium enterprise actors and village community members, with a sample of 40 people selected through purposive sampling. Data collection techniques included participatory observation, pre test and post test questionnaires, semi structured interviews, and documentation. The research instrument comprised ten closed ended questions whose content validity had been tested through expert judgment. Quantitative data analysis used a percentage formula with understanding categories very low, low, high, and very high, while qualitative data were analyzed using the Miles and Huberman model involving reduction, display, and conclusion drawing. Data validity was ensured through source and method triangulation, while questionnaire reliability was tested using a test retest method yielding a coefficient of 0.85. This research complied with the ethical principles of informed consent and confidentiality of respondent identities.

Result and Discussion

The implementation of this community service activity revealed that the community in Sendang Mulya Sari Village, Tongauna District, Konawe Regency, is not yet aware of and does not understand the protection of trademark rights as an identity for local products. The community also does not understand that legal protection for local products can be obtained by registering trademarks with the Directorate General of Intellectual Property (DJKI) of the Ministry of Law and Human Rights of the Republic

of Indonesia. This indicates a lack of legal understanding among the community, particularly local business owners in Sendang Mulya Sari Village, regarding the strengthening of local product identity through trademark protection. Therefore, trademark protection is extremely important. A trademark serves as a distinctive sign or product identity that indicates the origin of goods and services, while also connecting the relevant goods and services to their producer (Paramitha & Chandra, 2024).

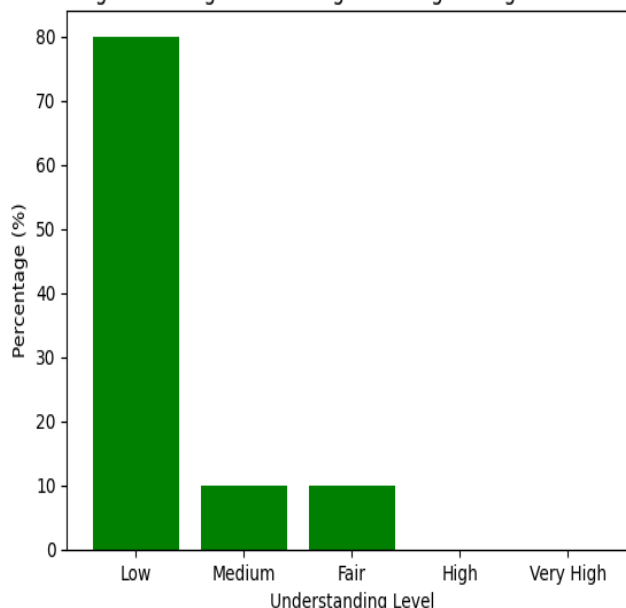
The Sendang Mulya Sari sub-district has a furniture industry made of wood, rattan/bamboo, plastic, metal, as well as hybrid rice food crops. Legally, the presence of industry and agricultural potential does not create an explicit obligation to register a trademark, but it creates an implicit (practical) obligation due to the consequences of the legal and economic system. Within the framework of the Trademark and Geographical Indications Law, trademark rights adhere to the first-to-file principle, so legal protection only arises through registration. Without registration, business actors in the industrial and agricultural sectors do not have a legal basis to protect their products from imitation or takeover by others (Sara, 2024). Moreover, the high level of industrial competition and the transformation of agricultural products into value-added commodities demand a clear legal identity. A brand serves as a distinguishing tool as well as a guarantee of product reputation.

Community service activities through legal counselling were conducted on Saturday, September 14, 2025, in Sendang Mulya Sari Village, Tongauna District, Konawe Regency, with 40 participants consisting of village employees and community members, including local businesspeople and farmers. The implementation of the legal counselling activity proceeded in an orderly, safe, and smooth manner (Yusup et al., 2024). This community service activity is carried out based on the lack of public understanding of the law regarding the strengthening of local product identity through

trademark protection. The legal counselling activity for the community is conducted as one of the alternatives to address this issue.

Before the legal counselling is conducted to determine the level of public understanding of the law regarding the strengthening of local product identity through trademark registration, the service team provided a list of questions to the community regarding their understanding of the strengthening of local product identity through trademark protection. The results of the questions given to the participants before the outreach activity can be seen in the graph below:

Figure 1. Level of Public Understanding Before Legal Counseling on Strengthening Product Identity Through Trademark Protection



Based on the graph above, before the legal counselling activities for participants regarding the strengthening of local product identity through trademark protection, it shows that 32 people or 80% had a low understanding, 4 people or 10% had a moderate understanding, and 4 people or 10% had a sufficient understanding. No one had a high or very high understanding.

In this legal counselling activity, the subject of the counselling is related to the trademark registration procedure, trademarks as product identities that provide protection and legal certainty as shown in the following figure 2.

In the implementation of this socialisation, efforts to strengthen the identity of local products through brand protection were outlined as a solution to address the problems faced by the community of Sendang Mulya Sari Village, including:

1. Trademark Registration Procedure

The trademark registration procedure regulated by Law Number 20 of 2016 on Trademarks and Geographical Indications consists of four stages: trademark registration application, examination of the completeness of trademark registration requirements, substantive examination, announcement of the application, and issuance of the certificate (AFIFATURROHMAH, 2025).

(1) Trademark registration application The trademark registration application is regulated in Articles 7 to 12 of the Trademark and Geographical Indications Law. The requirements and procedures for submitting a trademark registration application to the Directorate General of Intellectual Property (DJKI) include the following:

a. Submitted in writing, typed in Indonesian on the provided application form, signed by the applicant or their representative, and made in four copies, including the following:

- (1) Date, month, and year
- (2) Full name, nationality, and address of the applicant
- (3) Full name and address of the representative if the application is submitted through a representative
- (4) Colours if the trademark being applied for includes colour elements

- (5) Country name and date of the first trademark request if the application is submitted with a priority right
- b. The application must be signed by the applicant and their representative.
 - c. The applicant as previously mentioned can consist of one person or several persons jointly or in the form of a legal entity.
 - d. The application is accompanied by proof of payment of the fee.
 - e. In the case of an application submitted by more than one applicant jointly, they will be entitled to the trademark, with all applicants' names listed and one address chosen as their address.
 - f. In the case of the application referred to in paragraph (5), the application must be signed by one of the applicants entitled to the trademark, accompanied by written consent from the applicants they represent.
 - g. In this case, the application as referred to in paragraph (5) is submitted through its representative, and the power of attorney for that must be signed by all parties entitled to the trademark.
 - h. The provisions regarding the requirements to be appointed as an intellectual property rights consultant are regulated in Government Regulations, while the procedures for the appointment are regulated in Presidential Decrees.

- i. In the trademark registration application letter, it is mandatory to attach several items, including:
 - 1) a photocopy of the identity card (KTP) that has been legalised, for applicants from abroad who, according to the law, must choose a domicile in Indonesia, usually at the address of their legal representative.
 - 2) a photocopy of the business establishment deed that has been notarised if the application is submitted in the name of a legal entity.
 - 3) a photocopy of the joint ownership regulations if the application is submitted in the name of more than one person (collective trademark).
 - 4) a special power of attorney if the registration application is authorised;
 - 5) proof of payment of the application fee.
 - 6) twenty sheets of brand labels with a maximum size of 9 X 9 cm and a minimum of 2 X 2 cm.
 - 7) a statement declaring that the brand for which registration is requested is owned by the applicant.
- (2) Examination of the completeness of trademark registration requirements (administrative) After fulfilling the requirements for trademark registration, the Directorate General of Intellectual Property (DJKI) will conduct an examination of the completeness of the requirements, which include:
 - a. Examination of the completeness of the trademark registration form

b. Examination of the attachments.

If there are deficiencies in the administrative completeness examination, the applicant will be given a maximum of two (2) months from the date of the request letter to fulfil the requirements (Amaliyah & Nuzil, 2024). If the requirements are not met within the specified period, the Directorate General of Intellectual Property (DJKI) will notify the applicant or their representative in writing that the application is considered withdrawn and all fees paid to the Directorate General of Intellectual Property (DJKI) are non-refundable. If all administrative requirements are met, the application will be assigned a receipt or filing date recorded by the Directorate General of Intellectual Property (DJKI).

The trademark registration process begins with the filing of an application. If there is any deficiency in the priority requirements, the applicant is given up to three months to remedy it; the application will not be processed without a priority claim. Once the priority requirements are fulfilled (confirmed as "Yes"), the next step is to determine whether any opposition exists. If an opposition is raised, and specifically if it originates from the applicant (also confirmed as "Yes"), an opposition examination is conducted. The date of receipt of the application is recorded within fifteen days. Subsequently, the trademark is published for opposition within three months. The opposition examination itself must be completed within three months, after which the applicant may submit a response within a period of up to 150 days. Substantive examination follows and must be concluded within three months. If the application is approved, the certificate of registration is issued within 150 days. Should the applicant file an appeal, the appeal must be accepted within three months, and the appeal commission shall render its decision within another three months. The application is not deemed withdrawn at any point. If the application is rejected, the applicant's response is accepted for consideration, and if the appeal is subsequently rejected, that decision is rendered within three months.

2. Brands as the Identity of Local Products

Local or micro, small, and medium-sized businesses are often considered a small part of the economy. In practice, trademark rights are very important for increasing competitiveness, strengthening brand identity, and protecting the intellectual property of local businesses. Local business owners can utilise trademark rights to differentiate their goods and services from competitors. A strong and recognised brand can be the key to business success in a competitive business environment. Locally registered and legally protected products can build a consistent brand image and differentiate themselves from competitors, increasing the appeal of their products or services in the market (Delima Arsiti et al., 2025).

Trademarks help local businesses build consumer trust. Consumers tend to choose goods or services from well-known and trusted brands. Local products with registered and protected trademarks can provide assurance of their product or service quality, fostering consumer confidence and increasing customer loyalty. Additionally, trademark protection safeguards local products from infringement and misuse of their intellectual property by others. By holding exclusive rights to their trademarks, local business owners can avoid the risk of creating products similar to those of others, which could harm their finances and reputation. Trademark protection also allows local businesses to sue other parties who infringe on their trademark rights (Hanifah et al., 2025).

The implementation of trademark rights also allows local products produced by business owners to expand their markets and increase their market share. By using the right marketing strategies, local products can leverage branding as a tool to enter new markets and achieve greater success. There are still some issues that were encountered during this process. One of them is that business owners are unaware of the importance of trademark rights.

The roles of the government, non-governmental organisations, and the private sector are crucial in addressing this challenge because many local businesses are still unaware of the benefits and protection of trademark rights. The government can educate business owners about the importance of trademark rights and the registration process. In addition, the government can also assist business owners who wish to register their trademarks by providing facilities and funds. Overall, the implementation of trademark rights in the practice of local product businesses is an important step in strengthening competitiveness, building consumer trust, and protecting the intellectual property of local business owners (Kadafi, 2026). By understanding the importance of trademark rights and implementing them well, local products can achieve sustainable growth and success in an increasingly competitive market.

Registering a trademark for local products is very important for:

a. Obtaining Legal Protection

In trademark registration, Indonesia follows a constitutive system known as "first to file," which means that trademark rights are obtained through the registration process. This means that the first trademark to be registered receives legal protection, as stipulated in Article 3 of the Trademark and Geographical Indications Law that the right to a trademark is obtained after the trademark is registered. After trademark registration with the Directorate General of Intellectual Property (DGIP), official trademark protection is in effect. Once the application is accepted by the DGIP, the registered trademark is granted legal protection for 10 years and can be maintained for the same period, as stipulated in Article 35 Paragraph (1) of the Trademark and Geographical Indications Law that the period is 10 (ten) years from the Date of Receipt. Furthermore, in Paragraph (2), it is emphasised that the protection period as referred to in paragraph (1) can be extended for the same duration. Trademark protection is only granted to trademark owners who act in good faith, as the trademark owner possesses a certificate as proof of

ownership. However, if it is proven that the trademark owner acts in bad faith, the trademark can be revoked. As mentioned in Article 21 paragraph (3) of the Trademark and Geographical Indications Law, the application will be rejected if submitted by an applicant acting in bad faith.

Trademark protection consists of preventive legal protection and repressive legal protection. Preventive legal protection is implemented using trademark registration, while repressive legal protection is provided when trademark infringement is found through civil lawsuits or criminal charges (Kurniasari et al., 2025). Registered trademark owners can file claims for damages or cease all activities related to the exploitation of the trademark against others who use the trademark unlawfully and without permission, through law enforcement agencies. This is a form of legal protection provided by the State to Registered Trademark Owners at the Directorate General of Intellectual Property. This is to ensure legal certainty for Trademark Owners and minimise the misuse of trademarks.

Local business owners with a trademark certificate will find it easier to run their businesses. Additionally, having a certificate or proof of ownership makes it easier for local products to assert their trademark rights if someone challenges the use of the trademark, as trademark rights arise from registration, not from the individual who uses it first.

b. The Trademark Owner has exclusive rights.

Article 1, Paragraph (5) of Law Number 20 of 2016 concerning Trademarks and Geographical Indications states that Trademark Rights are exclusive rights granted by the state to registered trademark owners for a certain period, allowing them to use the trademark themselves or grant permission to others to use it. Furthermore, Article 42 Paragraph (1) of the Trademark and Geographical Indications Law also stipulates that the registered Trademark Owner can grant a License to other parties to use the

Trademark for either part or all types of goods and/or services. This means that the Trademark Owner can grant permission to others to use their trademark (Huwaidy, 2019). The owner of a registered trademark can grant a license to another party, as stipulated in the provisions of Article 43 of the Trademark and Geographical Indications Law, that the registered Trademark Owner who has granted a License to another party as referred to in Article 42 paragraph (1) may continue to use the Trademark themselves or grant a License to a third party to use the Trademark, unless otherwise agreed.

c. As a Product Identity

Article 1 Paragraph (1) of the Trademark and Geographical Indications Law states that a Trademark is a sign that can be displayed graphically in the form of images, logos, names, words, letters, numbers, colour combinations, in two-dimensional and/or three-dimensional forms, sounds, holograms, or a combination of two or more of these elements to distinguish goods and/or services produced by individuals or legal entities in the trade of goods and/or services (Nizam et al., 2020). Based on this understanding, every registered product will have an identity or recognisable sign that distinguishes it from other products and prevents imitation by other parties.

d. Prohibiting Unauthorised Use of Trademarks

Article 83 of Law Number 20 of 2016 concerning Trademarks and Geographical Indications states that:

- 1) The registered Trademark owner and/or the registered Trademark licensee may file a lawsuit against any other party who uses the Trademark without authorisation, which is essentially or entirely similar, for goods and/or services of the same kind, including: a claim for damages; and/or the cessation of all actions related to the use of the Trademark.

- 2) The lawsuit referred to in paragraph (1) may also be filed by the owner of a well-known Trademark based on a court decision.
- 3) The lawsuit referred to in paragraph (1) is filed with the Commercial Court.

Explanation regarding trademark rights as the identity of local products was Strategy for Strengthening Local Product Identity through Trademark Protection

Improving competitiveness through trademark protection is an important step for business owners to strengthen their position in an increasingly competitive market. Strategies that can be implemented to improve competitiveness through trademark protection are: awareness and education are key to this strategy (Toguan, 2021). Increasing understanding and awareness of the importance of trademarks among MSME business owners needs to be encouraged by:

- a. Collaboration between the Government and Business Actors

The government, non-governmental organisations, and the private sector can work together to provide training, seminars, and outreach on the benefits of trademark protection for business actors. With a better understanding, business owners will be more motivated to register their trademarks and protect their intellectual property. These steps will encourage more business owners to protect their brands and reduce any obstacles they may face. Furthermore, collaboration between the government, the private sector, and academic institutions can enhance technical support for business owners regarding trademark protection. Consultation and guidance programs can help business owners understand the trademark registration process, develop brand strategies, and enforce their trademark rights. Additionally, collaboration with research and development institutions can also help business owners identify innovation opportunities in their brand development. Efforts that have been made to provide trademark protection for MSME industrial production memorandum of understanding between Ministry of Law

and Human Rights and the Indonesian Ministry of Cooperatives and Small and Medium Enterprises, as stated in Agreement Number M-10-UM.06.07.TH 2006 regarding the Improvement of Understanding and Utilisation of the Intellectual Property Rights System, which includes trademark protection for Cooperatives and MSMEs. The considerations for this cooperation are as follows:

- 1) MSMEs are one of the business actors that make a significant contribution to the national economy.
- 2) Knowledge and understanding of the existence and importance of utilising the Intellectual Property Rights system (especially Trademark Rights) among MSME actors in the industrial sector, both for food, beverages, and household processed goods, still need to be socialised.
- 3) The synergistic coordination and cooperation between the parties and efforts to improve the dissemination, understanding, and utilisation of the Intellectual Property Rights system have not been optimal in protecting food product trademarks.

The purpose of the cooperation between the Indonesian Ministry of Law and Human Rights and the Ministry of Cooperatives and Small and Medium Enterprises is:

1) To increase knowledge, understanding, and utilisation of intellectual property rights (IPR) systems, particularly trademarks, among MSME actors. 2) To create MSMEs that are IPR-oriented, especially trademark rights, and possess high quality and competitiveness in global competition. 3) To enhance synergistic and productive coordination and cooperation among stakeholders in developing MSMEs and empowering the national intellectual property rights (IPR) system.

b. Ease of Registering Local Product Trademarks

Providing easier and more affordable access to the trademark registration process is also important. The government can expedite the registration process, reduce costs,

and simplify administrative procedures for registering trademarks for MSME entrepreneurs. According to the provisions of Article 1 of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises:

- 1) Micro Enterprise is a productive business owned by individuals and/or individual business entities that meet the criteria of a Micro Enterprise as regulated in this Law.
- 2) Small Enterprise is a productive economic business that stands alone, conducted by individuals or business entities that are not subsidiaries or branches of a company owned, controlled, or part of, either directly or indirectly, a Medium or Large Enterprise that meets the criteria of a Small Enterprise as referred to in this Law.
- 3) Medium Enterprise is a productive economic business that stands alone, conducted by individuals or business entities that are not subsidiaries or branches of a company owned, controlled, or part of, either directly or indirectly, a Small or Large Enterprise with a net worth or annual sales as regulated in this Law.

These steps will encourage more business owners to protect their brands and reduce any barriers they may face. Furthermore, collaboration between the government, the private sector, and academic institutions can enhance technical support for business owners in terms of trademark protection (AFIFATURROHMAH, 2025). Consultation and mentoring programs can assist business owners in understanding the trademark registration process, developing brand strategies, and enforcing their trademark rights. Additionally, cooperation with research and development institutions can help business owners identify innovation opportunities in their brand development.

The small number of MSME brand applicants does not mean the government will remain idle. The government, through the Directorate General of Intellectual Property, continues to encourage increased trademark registration from the MSME industry by charging significantly lower fees compared to non-MSME trademark applicants. This demonstrates the government's concern for boosting the development of MSME businesses by protecting the intellectual property of MSME business owners (Amaliyah & Nuzil, 2024).

A registered trademark is protected so that others cannot use it and will receive protection for ten (10) years from the date of registration, as stipulated in Article 35 of Law No. 20 of 2016 concerning Trademarks and Geographical Indications. This period can be extended indefinitely for ten (10) years with the payment of a fee. However, the owner must apply for a 12-month extension before the trademark expires. The trademark will only be extended if the owner is still using it in the trade of goods and/or services.

The Director General of Intellectual Property provides special treatment for MSME industries to support them in registering their trademarks, namely by offering a lower registration price compared to general business actors. The following is a comparison of trademark registration application prices between MSME trademarks and general trademarks (Awwalin et al., 2026). The application and renewal fees for trademark registration based on Government Regulation Number 45 of 2024 concerning the Types and Tariffs for Types of Non-Tax State Revenue (PNBP) are as follows:

(1) Trademark Registration Application

No.	Trademark Non-Tax Revenue	Unit	Rate (Rp)
1A	Micro, Small Businesses, Educational Institutions, and Government Research and Development Institutions	Per Class	500.000

1B	General	Per Class	1.800.000
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(2) Applications for extension of the trademark protection period within 6 months before or up to the expiration of the trademark protection.

No.	Trademark Non-Tax Revenue	Unit	Rate (Rp)
1A	Micro, Small Businesses, Educational Institutions, and Government Research and Development Institutions	Per Class	1.000.000
1b	General	Per Class	2.250.000

(3) Application for extension of trademark protection period within a maximum of 6 months after the expiration of trademark protection

No.	Trademark Non-Tax Revenue	Unit	Rate (Rp)
1A	Micro, Small Businesses, Educational Institutions, and Government Research and Development Institutions	Per Class	2.000.000
1b	General	Per Class	4.500.000

c. Supervision and Law Enforcement Against Trademark Infringements

Strengthening supervision and law enforcement against trademark infringement is also an effective strategy. The government needs to increase the capacity of law enforcement agencies to address trademark infringement, both nationally and

internationally. Strict and effective sanctions must be applied to trademark infringers, providing a deterrent effect and protecting the interests of business owners (Delima Arsiti et al., 2025).

The provisions on sanctions are regulated in Articles 100 – 103 of the Trademark and Geographical Indications Law, which state that:

1. Article 100:

- (1) Every person who unlawfully uses a trademark that is identical in its entirety to a registered trademark owned by another party for similar goods and/or services produced and/or traded, shall be punished with imprisonment for a maximum of 5 (five) years and/or a fine of up to Rp. 2,000,000,000,- (two billion rupiah).
- (2) Every person who unlawfully uses a trademark that is fundamentally similar to a registered trademark owned by another party for similar goods and/or services produced and/or traded, shall be punished with imprisonment for a maximum of 4 (four) years and/or a fine of up to Rp. 2,000,000,000,- (two billion rupiah).
- (3) Every person who violates the provisions as referred to in paragraph (1) and paragraph (2), where the goods in question cause health disturbances, environmental disturbances, and/or human death, shall be punished with imprisonment for a maximum of 10 (ten) years and/or a fine of up to Rp. 5,000,000,000,- (five billion rupiah).

2. Article 101:

- (1) Every person who unlawfully uses a sign that is entirely similar to the Geographical Indication owned by another party for the same or similar

goods and/or products as those registered, shall be punished with imprisonment for a maximum of 4 (four) years and/or a fine of up to Rp2,000,000,000.00 (two billion rupiah).

- (2) Every person who unlawfully uses a sign that is fundamentally similar to the Geographical Indication owned by another party for the same or similar goods and/or products as those registered, shall be punished with imprisonment for a maximum of 4 (four) years and/or a fine of up to Rp2,000,000,000.00 (two billion rupiah).

3. Article 102:

Every person who trades in goods and/or services and/or products that they know or should reasonably suspect are the result of a crime as referred to in Article 100 and Article 101 shall be punished with imprisonment for a maximum of 1 (one) year or a fine of up to Rp200,000,000.00 (two hundred million rupiah).

4. Article 103:

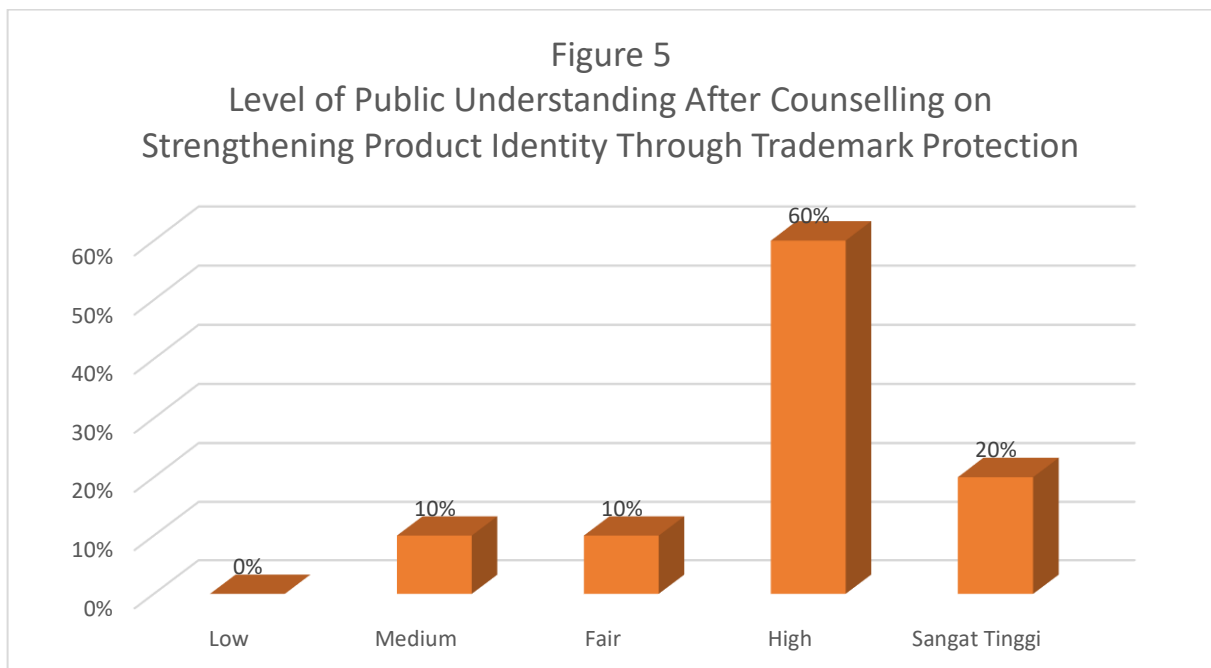
Crimes as referred to in Articles 100 to 102 are complaint offences.

The explanation regarding the Strategy for Strengthening Local Product Identity through Trademark Protection was delivered by the Service Team as shown in Figure 4 below:

This community service activity aims to provide knowledge and understanding to the residents of Sendang Mulya Sari Village so that they can understand the trademark registration procedure and trademarks as product identities that offer legal protection and certainty. This way, business actors will be aware of the importance of providing legal protection for their products by registering trademarks with the Directorate General of Intellectual Property of the Ministry of Law (Hanifah et al., 2025). Consequently, there

can be an increase in the number of registered trademarks on local products in Sendang Mulya Sari Village.

After the outreach activity, the service team provided a list of questions to the community to assess their understanding of the material presented regarding the trademark registration procedure and trademarks as product identities that offer legal protection and certainty (Kadafi, 2026). The results obtained regarding the community's understanding of the trademark registration procedure and trademarks as product identities that offer legal protection and certainty after the legal outreach activity are shown in the following graph.



Based on the graph above, after being provided with the material on trademark registration procedures and trademarks as product identities that offer protection and legal certainty, public understanding shows an increase. As many as 24 people or 60% have a high understanding, 8 people or 20% have a very high understanding, 4 people or 10% have a sufficient understanding, and 4 people or 10% have a moderate

understanding. Meanwhile, there are no members of the community with low understanding.

Conclusion

Based on the community service activities conducted through legal counselling in Sendang Mulya Sari Village, Tongauna District, Konawe Regency, there has been an increase in the community's legal understanding regarding the strengthening of local product identity through brand protection. This is evident from the community's legal understanding before the legal counselling activities, which was very low at 80% or 32 people, and after the counselling activities, there was an increase in community understanding by 60% or 24 people at a high understanding level and 20% or 8 people at a very high understanding level, while there were no people with low understanding levels.

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