Implementation of the Mobile Intellectual Property Clinic Flaghsip Program Towards the Achievement of the Public Satisfaction Index in the Directorate General Of Intellectual Property

Ardi Tri Harsonni[1*], Eleonora Sofilda[2], Dini Hariyanti[3]

[1,2,3] Fakultas Ekonomi dan Bisnis, Universitas Trisakti, Jakarta, Indonesia
ardiharsonni@gmail.com
*Corresponding author

Abstract. Mobile Intellectual Property Clinic is a program that involves collaboration between the Regional Office of the Ministry of Law and Human Rights and local governments, universities, and other stakeholders. This program aims to enhance public awareness and self-reliance in filing applications for intellectual property rights and to promote the quantity and quality of intellectual property rights applications. This research aims to analyze and examine the determinants of government work programs and the index of public satisfaction, the impact of implementing the flagship policy, the Mobile Intellcetual Property Clinic Program, on the achievement of the index of public satisfaction at the Directorate General of Intellectual Property, and how they can utilize the findings of this study to improve the achievement of work programs and enhance the value of the index of public satisfaction. This research aims to examine the causal relationship between the performance achievement of the Mobile Intellectual Property Clinic implementation and the level of public satisfaction with intellectual property services. The author attempts to address the quality gap or service gap that exists in Directorate General of Intellectual Property by analyzing the level of satisfaction and expectations of the intellectual property service users. Additionally, this study aims to analyze the impact of Directorate General of Intellectual Property's performance achievements through this flagship program on the satisfaction index of the public receiving services or participating in the Mobile Intellectual Property Clinic program.The research method used is qualitative research with the NVivo analysis tool. From the data processing, there are some matters as an effect of Mobile Intellectual Property Clinic Program. They are Socialization and Education of Intellectual Property, The Improvement of Intellectual Property Aplication, and Public Awareness of Intellectual Propety. The analysis results indicate that the main determinants of the work program and public satisfaction are the goals of socialization and education regarding Intellectual Property itself. The concept of the Mobile Intellectual Property Clinic program is related to providing proactive services to the public across all regions in Indonesia. Theoretically, this implies that socialization and education are key factors in increasing public awareness and the implementation of the work program, particularly in the field of Intellectual Property.

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1 Introduction

One of Directorate General of Intellectual Property (DGIP) flagship programs is the Mobile Intellectual Property Clinic (Mobile IP Clinic) or Klinik Kekayaan Intelektual Bergerak. The Mobile Intellectual Property Clinic is the provision of intellectual property services at a specific location for a certain period, resulting from the collaboration between the Regional Office of the Ministry of Law and Human Rights with Local Governments/Universities/other stakeholders. DGIP facilitates this collaboration by providing human resources or expertise in intellectual property.

The Mobile IP Clinic program adopts an agile and flexible service concept according to the needs of the region. This activity can also be coordinated with integrated service centers in the area, such as PTSP (One-Stop Integrated Service Center) or Public Service Malls. Additionally, the program can be tailored to align with the agendas of the Regional Office.

The Mobile IP Clinic aims to promote intellectual property services through cooperation between the Regional Office and intellectual property stakeholders in the region. The goal is to enhance awareness and self-sufficiency in filing intellectual property applications. Furthermore, the Mobile IP Clinic is expected to stimulate the growth of intellectual property applications in terms of both quantity and quality, while also serving as a means to introduce intellectual property services to stakeholders in the region.

Moreover, the implementation of the flagship program, Mobile IP Clinic, motivates the author to analyze the extent to which this policy has contributed to supporting efforts to optimize the public's satisfaction index regarding all services at DGIP. The satisfaction index is an essential indicator of the government's performance and its ability to meet the needs of the public.

High levels of public satisfaction indicate effective public services, addressing key issues, and meeting citizen expectations. On the other hand, low levels of public satisfaction indicate significant issues with the quality of public services and can be an indicator of dissatisfaction with the government's performance.

As one of the institutions responsible for public services, the Directorate General of Intellectual Property has previously conducted a survey of the public satisfaction index. The survey results show that there are still aspects or parameters with values below the total index, specifically concerning service time. This aspect of service time includes information availability, timeliness of services, and time for completion.

The survey reveals that some users of intellectual property services have expressed that the service process takes longer than promised. This is partly due to incomplete documents submitted by applicants, errors, and inconsistencies during document uploads, leading to rejections or requests for revisions and prolonging the service completion time.

As a result, many users of intellectual property services have voiced complaints, prompting them to prefer visiting service counters at DJKI offices or regional offices

to inquire directly and anticipate such issues. However, field conditions also indicate that some staff at regional offices may still be unable to answer questions or address complaints from the public concerning their intellectual property services, requiring them to wait for direct assistance from DGIP teams.

Given these circumstances, the author believes it is crucial to understand the implementation of one of DGIP's work programs, the Mobile IP Clinic, in relation to the achievement of the public satisfaction index. The Mobile IP Clinic program emphasizes a direct 'door-to-door' service approach tailored to the needs of the region. This is a part of the evaluation of public services to achieve the desired goal of improving service quality and, of course, meeting the needs of the public.

2 Literature Review

2.1 Public Policy

According to Michael E. Porter, public policy refers to a set of laws, regulations, and government actions that shape the economic and business environment in which companies operate. Effective public policies can create a business-friendly environment, stimulate economic growth and innovation, while poor public policies can hinder economic development.

Anne-Marie Slaughter defines public policy as a collection of actions and decisions taken by the government to address public issues and concerns. It should be inclusive and responsive to the needs and perspectives of all members of society, including marginalized and underrepresented groups. Public policy should be based on strong analysis and evidence, not on ideology or politics. Soenarko (Syahida, 2014:12) states that public policy is a decision made by authorized government officials for the benefit of the people, where the interests of the people represent a combination of crystallized opinions, desires, and demands of the public.

Based on the definitions provided by these experts, it can be emphasized that public policy is formulated by the government and comprises government actions. Public policies should be oriented towards the public interest, and they involve selecting options or alternatives for implementation or non-implementation by the government in the interest of the public or society.

2.2 Implementation Theory

The theory of policy implementation refers to the study of how public policies are put into action. It examines the process, actors, and factors that influence policy implementation, as well as the extent to which policies successfully achieve their intended objectives. This highlights the importance of understanding and involving various actors in the implementation process, including government officials, policymakers, bureaucrats, interest groups, and the public. Concepts such as "implementation gaps" and "policy cycles" are also relevant in this context.

The fundamental concept of public policy implementation refers to the actions taken to achieve the goals set in a decision. Policy implementation is one of the crucial stages

in the overall public policy cycle. Below are some opinions about public policy implementation: According to Nugroho (2014:657), policy implementation, in essence, is the means by which a policy can achieve its objectives. Grindle (Waluyo, 2007:49) states that policy implementation is not merely about translating political decisions into routine procedures through bureaucratic channels, but it goes beyond that. It involves issues of conflict and decisions about who gets what from a policy.

On the other hand, according to Cleaves (Waluyo, 2007:49), policy implementation is considered a process of administrative and political action (a process of moving toward a policy objective by means of administrative and political steps). Furthermore, according to Hamdi (2014:97), policy implementation is related to efforts to achieve the goals of a particular policy.

2.3 Effectiveness Theory

According to Mardiasmo (2017), effectiveness is a measure of the success in achieving the goals of an organization. If an organization achieves its objectives, it has operated effectively. Effectiveness indicators depict the extent of outcomes and impacts resulting from the output of a program in achieving its goals. The greater the contribution of the outputs towards the specified objectives or targets, the more effective the working process of an organizational unit.

Effectiveness is the relationship between outputs and goals, or it can also be described as a measure of how far the level of output, policies, and procedures of an organization are aligned with its goals. Effectiveness is also linked to the degree of success in a public sector operation, so an activity is considered effective if it significantly influences the ability to provide public services as defined targets (Beni, 2016).

2.4 Communication

The theory of public policy communication refers to the study of how communication shapes and is influenced by public policies. It examines how different forms of communication, such as mass media, social media, and direct interactions, affect the development, implementation, and evaluation of public policies. One essential concept in the theory of public policy communication is "agenda-setting," which refers to the process in which media and other communication channels influence the public's perception of what is considered important and deserving of attention. Media can shape public opinion by highlighting specific issues while ignoring others, influencing the public's understanding of policy needs and how they should be implemented.

Another important concept in the theory of public policy communication is "framing," which refers to how information is presented to the public and how it shapes the way people understand and interpret issues. The framing of issues can significantly impact the public's perception and attitudes towards policies. The theory of public policy communication also highlights the role of stakeholders, such as policymakers, interest groups, and the public, in shaping the communication process. It examines how

different actors use communication to advance their interests and perspectives, and how communication can be used as a tool to achieve policy goals.

In summary, the theory of public policy communication refers to the study of how communication shapes and is influenced by public policies. It examines how different forms of communication, such as mass media, social media, and direct interactions, affect the development, implementation, and evaluation of public policies. The first determining factor for the success of policy implementation is communication, as policymakers can transmit policy objectives to implementers through communication. There are three indicators that measure the effectiveness of communication: transmission, clarity, and consistency.

3 Research Methodology

In this study, a qualitative approach was employed with an explanatory research design, focusing on a case study. Data were collected through in-depth interviews involving stakeholders who were involved in the Mobile Intellectual Property Clinic program, in line with the formulated research questions. In-depth interviews in a study allow for exploring individuals' perspectives, opinions, or input regarding a particular issue. The type of data used in this research is primary data, and the data sources were obtained through in-depth interviews with stakeholders categorized as Regulators, Operators, and the Public.

Table 1. Categorization of Informants

No.	Informant	Position	Institution	Category
1	Andrieansjah	Head of Program and Reporting DGIP	DGIP, Ministry of Law and Human Rights	Regulator
2	Ranie Utami Ronie	Subcoordinator of Reporting and Evaluation DGIP	DGIP, Ministry of Law and Human Rights	
3	Putu Edi	Staff of IP Unit	Bali Regional Offices of Ministry of Law and Human Rights	Operator
4	Reza Nazriandi	Staff of IP Unit	Aceh Regional Offices of Ministry of Law and Human Rights	
5	Gde Made Adhi	Staff of Industry and Commerce Department	Gianyar District Government	Public
6	Anak Agung Mas Citra Mahadewi	Staff of Industry and Commerce Department	Gianyar District Government	
7	I Made Aria Kurniawan	Staff of Udayana University	IP Rights Center of Udayana University	

Source: Researcher (2023)

Each analytical tool has a unique approach and procedure for analyzing qualitative data. The selection of an analytical tool depends on the research objectives, the type of data collected, and the specific research context. With the advancement of technology, there are now available tools to process qualitative data such as interview results and others. In this study, the author will use the NVivo application. NVivo is one of the widely used software in qualitative data analysis. It is specifically designed to help researchers manage, analyze, and understand qualitative data systematically. NVivo can separate data from informants and data from researchers, as well as secondary data (books, research reports, journal articles, websites). The results of coding in NVivo can be presented in research findings to demonstrate a consistent and accurate analysis process. During the coding process, nodes will be created. Nodes are a collection of references related to topics or sub-topics relevant to the research issue (Bandur, 2019).

The stages of data analysis conducted are as follows: (i) Describing informants by presenting the profile of each informant; (ii) Transcribing the interview results, which are presented in structured transcripts; (iii) Conducting coding and classification of interview transcripts and other source documents by forming nodes and sub-nodes; (iv) Identifying patterns by searching for patterns or themes for each node through data visualization; and (v) Interpreting emerging patterns or themes and drawing conclusions. The analysis techniques used in this study consist of two stages: the First Cycle Coding, which includes hierarchical analysis and concept mapping, and the Second Cycle Coding, which involves comparative diagram analysis.

4 Result

The following is an aggregated coding hierarchy to observe which nodes are the most dominant (or have the highest amount of coding activity) among all informants, as follows:

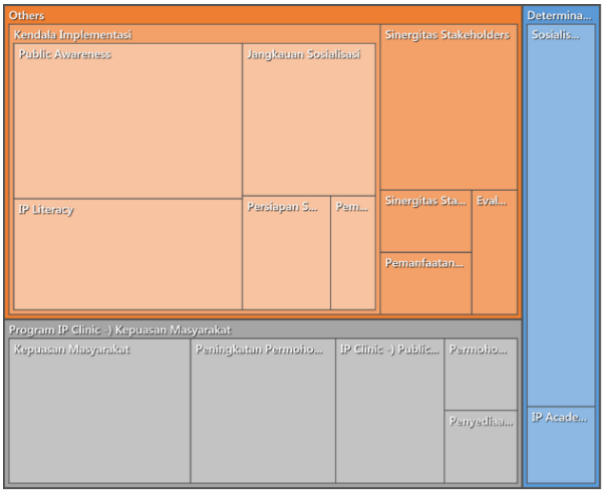

Fig. 1. Aggregate Hierarchy (Data Processed, 2023)

From the data processing perspective, it can be seen that the node system is divided into 2 (two) referring to the formulated research objectives that have been developed previously, namely: (i) Determinants of Work Programs & Public Satisfaction - Node System 1; and (ii) IP Clinic Program > Public Satisfaction - Node System 2. The presentation of the hierarchy starts by: (i) Identifying which nodes have the highest hierarchy at an aggregate level; (ii) Identifying nodes with the highest references in node system 1; (iii) Identifying nodes with the highest references in node system 2; and (iv) Identifying nodes with the highest references in the "Others" node system.

Aggregately, there are at least several nodes with the highest hierarchical levels, namely (the rest can be seen in Figure 1 and their magnitudes can be observed in the coding nodes appendix). The following is a table illustrating the aggregated count of references (including sub-nodes, if any) for each of these nodes:

Table 2. Reference of Nodes Aggregate Hierarchy

No.	Nodes	Ref.	Files Coded	Max. Value	Share
1	Public Awareness	7	4	7	100%
2	IP Literacy	5	2	7	71%
3	Public Socialization & Education	5	5	7	71%
4	Public Satistification	5	2	7	71%
5	Scope of Socialization	4	3	7	57%
6	Stakeholders's Synergy	4	4	7	57%
7	Improvement of IP Aplication	4	4	7	57%
8	IP Clinic > Public Awareness	3	3	7	42%
9	Preparation of Socialitazion Program	2	2	7	28%

Source: Data Processed (2023)

There are 9 nodes that have the largest contributions in the overall hierarchy, both in terms of the number of references and the data sources (transcripts) indicated in the following table. This indicates that, overall (across 3 informant categories), both implicitly and explicitly, the discussions revolve around the level of public awareness, be it challenges or impacts of the given program. Additionally, the node "Public Awareness" has the highest source value (7) with a total contribution of 100%. This signifies that all informants and data sources address the level of public awareness regarding Intellectual Property (IP). As for the other nodes, namely "IP Literacy," "Socialization & Public Education," and "Public Satisfaction," they have 5 references with a contribution value of 71%. This suggests that approximately 71% of informants discuss IP literacy, socialization and education activities on IP, as well as public satisfaction with the implemented program (IP Clinic). The interpretation for the other nodes is similar.

Next, we will illustrate the hierarchy of the top nodes within System Nodes1 (Program Work Determinants & Public Satisfaction), as follows:

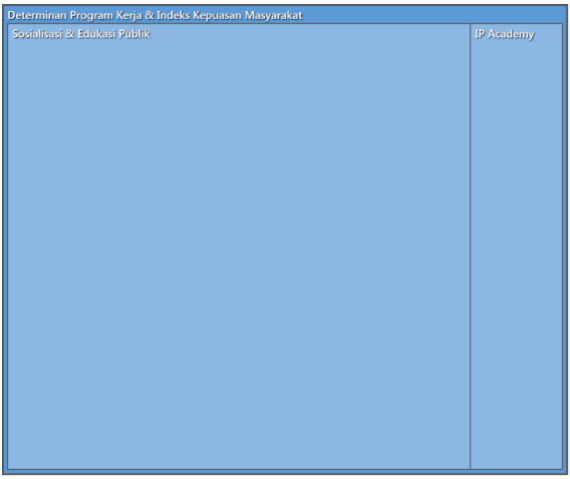

Fig. 2. Hierarchy of System Nodes 1 (Data Processed, 2023)

From the above Figure, it can be observed that within System Nodes 1, there are only two main nodes, namely "Public Socialization & Education" and "IP Academy." However, in this case, "Public Socialization & Education" is the node with the highest number of references, totaling 5. Furthermore, the other node (IP Academy) only has a reference count of 1. These results indicate that, in the context of the determinants of the work program, the focus is on the motivation for providing socialization and education to the public regarding AI. The contribution values can be seen in the table below:

Table 3. References for the Hierarchy of System Nodes 1

No.	Nodes	Ref.	Files Coded	Max. Value	Share
1	Public Socialization & Education	5	5	7	71%
2	IP Academy	1	1	7	14%

Source: Data Processed (2023)

From Table 3, it can be observed that the "Public Socialization & Education" node contributes 71% of the total available resources.

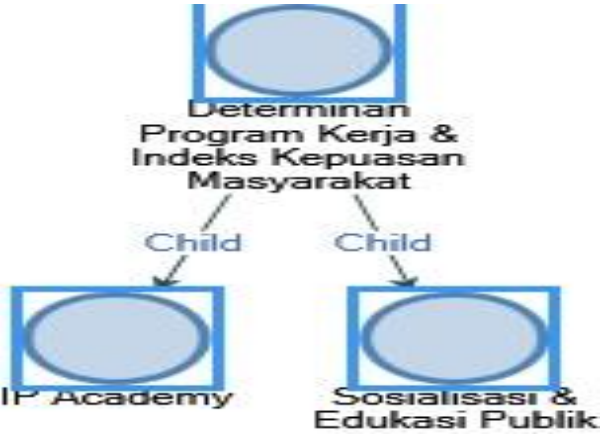

Fig. 3. Project Map of System Nodes 1 (Data Processed, 2023)

Next, the hierarchy of the top nodes within System Nodes 2 (IP Clinic Program > Public Satisfaction) will be shown as follows:

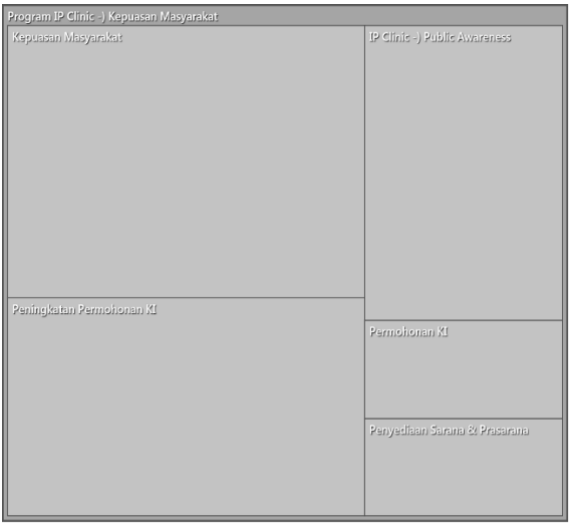

Fig. 4. Hierarchy of System Nodes 2 (Data Processed, 2023)

From Figure 4, it can be seen that within System Nodes 2, "Public Satisfaction" is the node with the highest number of references, totaling 5. Furthermore, the other nodes (Improvement of IP Aplication and IP Clinic > Public Awareness) have reference counts of 4 and 3, respectively. These results indicate that the IP Clinic program that was conducted has proven to have an impact on public satisfaction, as well as an increase in awareness and applications for Intellectual Property (IP). The contribution values can be seen in the table below:

Table 4. References for the Hierarchy of System Nodes 2

No.	Nodes	Ref.	Files Coded	Max. Value	Share
1	Public Satistification	5	2	7	71%
2	Improvement of IP Aplication	4	4	7	57%
3	IP Clinic > Public Awareness	3	3	7	42%

Source: Data Processed (2023)

From Table 4, it can be seen that the "Public Satisfaction" node contributes 71% of the total available resources. This means that 71% of the participants involved mentioned and agreed that public satisfaction is an outcome of the work program. Furthermore, the impact on "Improvement of IP Applications" and "IP Clinic > Public Awareness" is mentioned by 57% and 42% of the participants involved, respectively. The following will show the mapping of System Nodes 2:

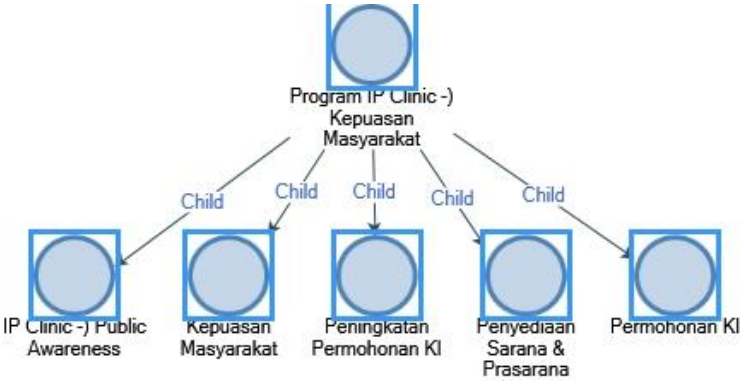

Fig. 5. Project Map of System Nodes 2 (Data Processed, 2023)

Next, the hierarchy of the top nodes within System Nodes Other (Aspects mentioned outside the research objectives) will be shown as follows:

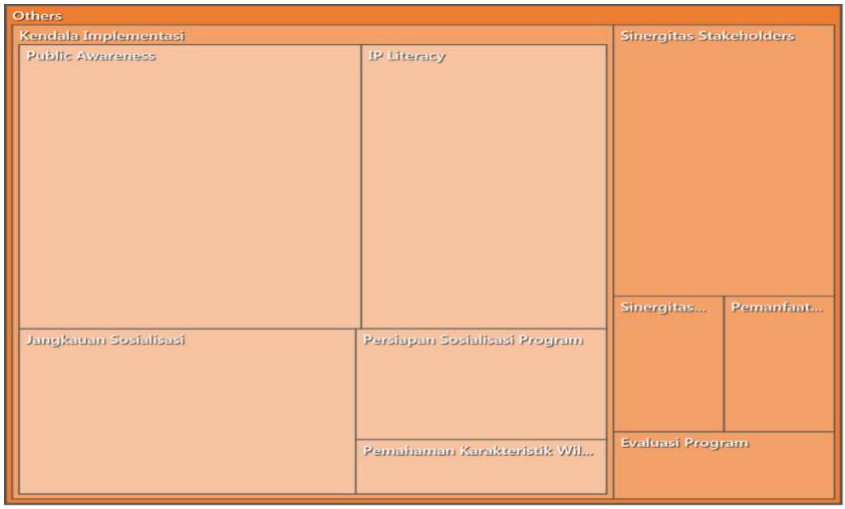

Fig. 6. Hierarchy of System Nodes Others (Data Processed, 2023)

From Figure 6, it can be observed that within System Nodes Others, "Public Awareness" is the node with the highest number of references, totaling 7. The contribution values can be seen in the table below:

Table 5. References for the Hierarchy of System Nodes Others

No.	Nodes	Ref.	Files Coded	Max. Value	Share
1	Public Awareness	7	4	7	100%
2	IP Literacy	5	2	7	71%
3	Public Socialization and Education	5	5	7	71%
4	Socialization Scope	4	3	7	57%
5	Stakeholders's Synergy	4	4	7	57%
6	Preparation of Socialitazion Program	2	2	7	28%

Source: Data Processed (2023)

From Table 5, it can be seen that the "Public Awareness" node contributes 100% of the total available resources. This indicates that outside the context of the developed research objectives, the informants discussed barriers, particularly issues related to the level of public awareness about IP. The node also contains statements from informants regarding the program's impact on increasing public awareness about IP. The following will show the mapping of System Nodes Others:

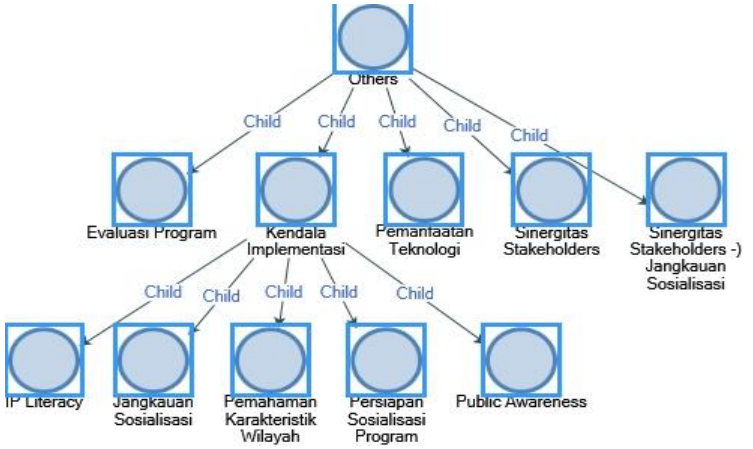

Fig. 7. Project Map of System Nodes Others (Data Processed, 2023)

As depicted in the above image, several implementation challenges have been mapped, including concerns related to IP literacy, outreach to remote areas for socialization activities, understanding regional characteristics, preparation, and most importantly, the level of public awareness about IP.

Next, the second stage of coding analysis (Second Cycle Coding) is conducted. The Second Cycle Coding is based on the nodes or codes created in the previous stage (First Cycle Coding). The results depict the similarities mentioned by each informant (category), and these similarities are displayed in the nodes located in the middle of the informant case. Meanwhile, the nodes situated on the left and right of the informants are nodes mentioned by each informant that are not directly related to each other, potentially serving as replacements for the exploration diagram. Furthermore, the number of references for each node can be found in the Coding Nodes folder under the category of statements/images. Next, a comparison will be presented between the nodes of Regulator and Operator. In this case, the similarity between these nodes indicates that there are similarities in what is mentioned by the Regulator and Operator sides, both explicitly and implicitly. The following is a comparative diagram that illustrates this (the clear image can be viewed in the Nvivo folder under Output - Comparison Diagram - Regulator vs Operator - Image):

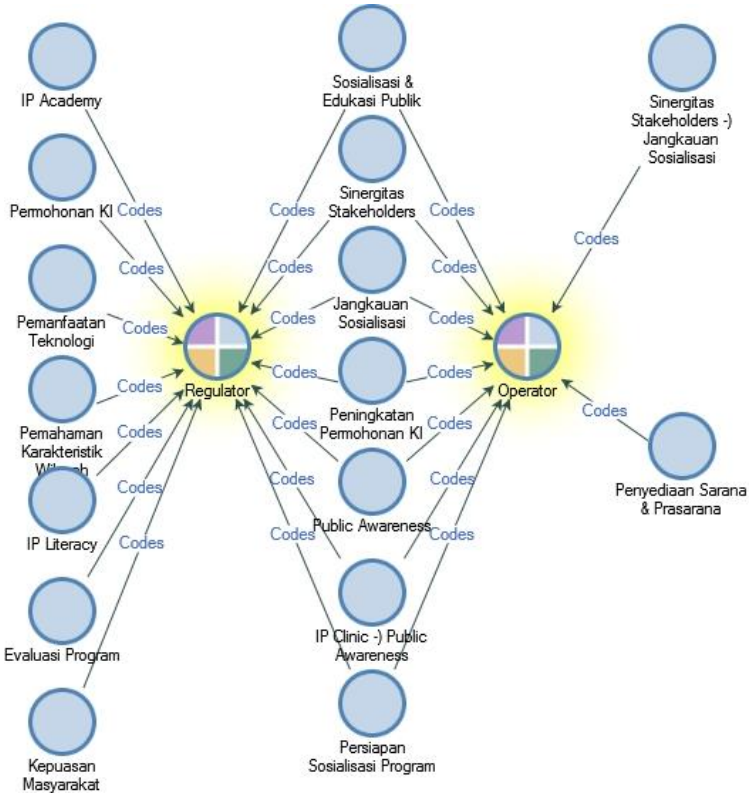

Fig. 8. Comparison Diagram – Regulator vs Operator (Data Processed, 2023)

In the image, there are approximately 7 common nodes ("Public Socialization & Education", "Stakeholders' Synergy", "Increase in AI Applications", "Public Awareness", "IP Clinic > Public Awareness", and "Program Socialization Preparation") mentioned by both parties, either explicitly or implicitly. These shared similarities can provide insights for the researcher to conduct a more in-depth analysis among these commonalities. (To specifically view the statements associated with the nodes that are mentioned jointly by both parties, you can refer to the Nvivo folder under Output - Comparison Diagram - Regulator vs Operator - Statement).

Next, the results of the analysis of the comparison diagram between the Regulator and the Public will be presented. In this case, the common nodes indicate that there are similarities between what is mentioned by the Regulator and the Public, both explicitly and implicitly. The following is a comparison diagram that illustrates this (the clear image can be viewed in the Nvivo folder under Output - Comparison Diagram - Regulator vs Public - Image):

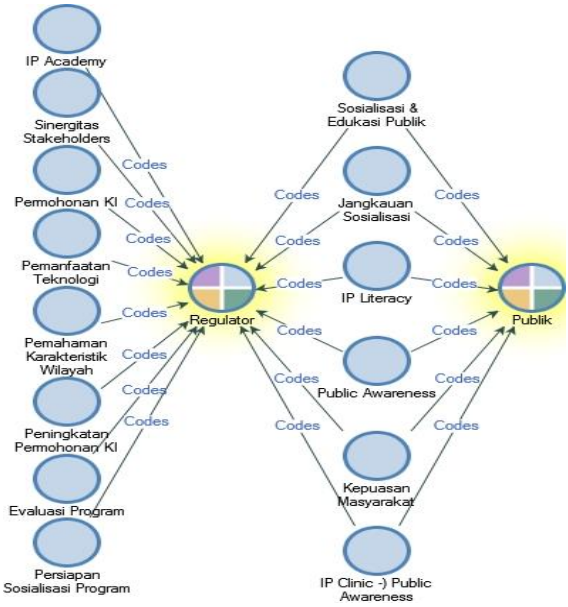

Fig. 9. Comparison Diagram – Regulator vs Public (Data Processed, 2023)

In the image, there are approximately 7 common nodes ("Public Socialization & Education", "Reach of Socialization", "IP Literacy", "Public Awareness", "Public Satisfaction", and "IP Clinic > Public Awareness") mentioned by both the Regulator and the Public, either explicitly or implicitly. These shared similarities can provide insights for the researcher to conduct a more in-depth analysis among these commonalities. (To specifically view the statements associated with the nodes that are mentioned jointly by both the Regulator and the Public, you can refer to the Nvivo folder under Output - Comparison Diagram - Regulator vs Public - Statement).

Next, the results of the analysis of the comparison diagram between the Operator and the Public will be presented. In this case, the common nodes indicate that there are similarities between what is mentioned by the Operator and the Public, both explicitly and implicitly. The following is a comparison diagram that illustrates this (the clear image can be viewed in the Nvivo folder under Output - Comparison Diagram - Operator vs Public - Image):

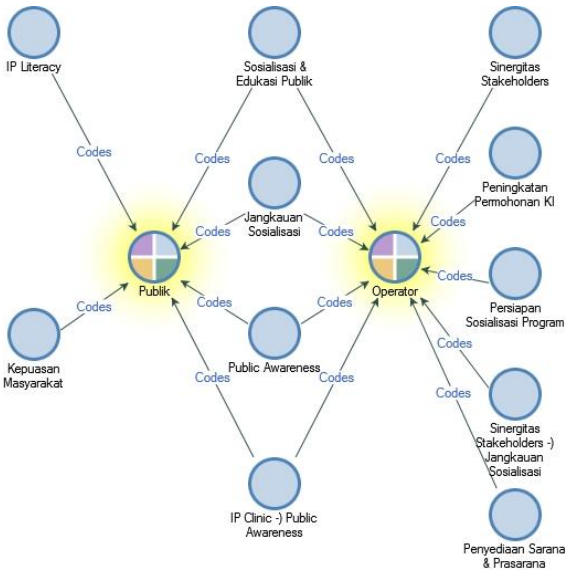

Fig. 10. Comparison Diagram – Operator vs Public (Data Processed, 2023)

In the image, there are approximately 4 common nodes ("Public Socialization & Education", "Reach of Socialization", "Public Awareness", and "IP Clinic > Public Awareness") mentioned by both the Operator and the Public, either explicitly or implicitly. These shared similarities can provide insights for the researcher to conduct a more in-depth analysis among these commonalities. (To specifically view the statements associated with the nodes that are mentioned jointly by both the Operator and the Public, you can refer to the Nvivo folder under Output - Comparison Diagram - Operator vs Public - Statement).

Furthermore, the results of the clustering analysis from each coding activity will also be presented. Below is an image showing the details mentioned.

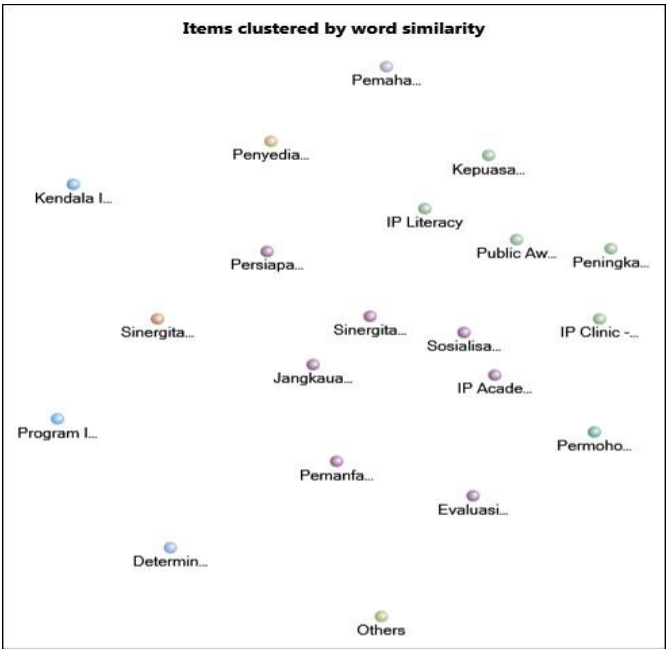

Fig. 11. Coding Cluster Analysis (Data Processed, 2023)

Furthermore, referring to the image above, the correlation coefficients of each paired node can be shown. The following table illustrates the details:

Table 6. Nodes Correlation Coeffiicient

Code A	Code B	Pearson correlation coefficient
Public Socialization & Education	IP Academy	0,819065
Improvement of IP Aplication	Public Awareness	0,653939
Public Awareness	IP Literacy	0,636182
Public Awareness	IP Clinic -) Public Awareness	0,620195
Public Awareness	Peningkatan Permohonan KI	0,603114
Public Awareness	Kepuasan Masyarakat	0,602449

Source: Data Processed (2023)

Based on the table above, it can be seen that the pair between "Public Socialization & Education" and "IP Academy" has the highest coefficient value. This implies that these two aspects are coded within a sentence that is relatively similar. Additionally, the pair between "Improvement of IP Applications" and "Public Awareness" nodes has a moderate coefficient of 0.65 on a scale of 1. This also suggests

that an increase in public awareness of IP will likely impact the improvement in IP Applications.

5 Discussion

Based on the research findings in the previous chapter, the theoretical and practical implications can be presented as follows:

1. The analysis results indicate that the main determinants of the work program and public satisfaction are the goals of socialization and education regarding Intellectual Property (IP) itself. The concept of the Mobile Intellectual Property Clinic (MIC) program is related to providing proactive services to the public across all regions in Indonesia. Theoretically, this implies that socialization and education are key factors in increasing public awareness and the implementation of the work program, particularly in the field of Intellectual Property.
2. The analysis results confirming that the implementation of the program has an impact on increasing public satisfaction theoretically imply that the determinants of public satisfaction regarding Intellectual Property (IP) services are derived from activities such as socialization, education, consultation, and assistance provided. Additionally, the level of public satisfaction will also have an impact on increasing Intellectual Property applications.
3. The analysis results show that the main determinants of the work program and public satisfaction are the goals of socialization and education regarding Intellectual Property (IP) itself. This practically implies that government efforts related to increasing public awareness of IP need to be supported by all stakeholders. This aims to ensure the effectiveness of program achievement, particularly in terms of the outreach of information/socialization conducted.
4. The analysis results confirming that the implementation of the program has an impact on increasing public satisfaction, and the increase in Intellectual Property applications will result in increased Non-Tax State Revenue (PNBP) within the Ministry of Law and Human Rights. As a result, the received PNBP can be allocated back to improve the quality of IP facilities and infrastructure, thereby continually enhancing public satisfaction with IP services.

6 Conclusion And Recommendation

6.1 Conclusion

1. The analysis results indicate that the main determinants of the work program and public satisfaction are the goals of socialization and education regarding Intellectual Property (IP) itself. This is shown in System Nodes 1 through the node "Socialization & Public Education." Public socialization and education about Intellectual Property (IP) are expected to have an impact on increasing public awareness. The initial concept of the Mobile Intellectual Property Clinic (MIC) or Mobile IP Clinic was to provide proactive services to the public across all regions

in Indonesia, not only in provincial capitals and major cities but also in small towns and rural areas. This is achieved through assistance from all Regional Offices of the Ministry of Law and Human Rights, support from local governments/departments in the region, and experts from DJKI. The MIC can be implemented in various places in the region, such as public service centers, campuses, shopping centers, tourist areas, and other representative locations so that IP stakeholders can reach and gather to receive technical assistance and consultation related to Intellectual Property registration and recording

2. The analysis also confirms that the implementation of the program has an impact on increasing public satisfaction. This is achieved through activities such as socialization, education, consultation, and assistance provided to the public regarding Intellectual Property (IP). This is shown through the existence of the node "Public Satisfaction." In addition to this, the impact of the program is also evident from the increase in Intellectual Property applications. This is a result of the increased level of public awareness about Intellectual Property.
3. The analysis in this research also shows how DJKI utilizes the findings to improve the achievement of work programs and enhance the value of the public satisfaction index by implementing a strengthening program for socialization and education. The Directorate General of Intellectual Property (DJKI) can enhance efforts to raise public awareness about the importance and benefits of Intellectual Property. This can be achieved through public campaigns, education, seminars, workshops, and educational programs aimed at providing a better understanding of Intellectual Property to the public.

6.2 Recommendation

1. Improving Access and Services of the Mobile Intellectual Property Clinic: The government needs to continue developing and enhancing the Mobile Intellectual Property Clinic (MIC) program. This includes improving the accessibility and reach of MIC to various regions in Indonesia, including small towns and rural areas.
2. Monitoring and Evaluation of Public Satisfaction: It is important to continuously monitor and evaluate the level of public satisfaction related to DJKI's work programs and services. DJKI can conduct surveys, interviews, or other feedback mechanisms to measure public satisfaction periodically. The results of these evaluations can be used to improve service quality, identify unmet needs, and design better improvement strategies.
3. Collaboration with Relevant Parties: DJKI can strengthen collaborations with various relevant parties, such as educational institutions, businesses, Intellectual Property stakeholders, and community organizations concerned with Intellectual Property. This collaboration can involve knowledge and experience exchange, training, and joint activities to enhance understanding, usage, and protection of Intellectual Property in Indonesia.
4. Improving Information Accessibility: DJKI can enhance the accessibility of information related to Intellectual Property through various communication channels, including developing informative and user-friendly websites, providing easily accessible educational materials, and strengthening online communication

and social media presence. This will help the public to obtain the necessary information about Intellectual Property more easily.

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