



Legal Protection of Geographical Indication of Robusta Semendo Coffee Towards Improving the Regional Economy of Muara Enim District

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Abstract. This research discusses the implications for strengthening the local economy of the legal protection of the Geographical Indication of Robusta Semendo Coffee in Muara Enim Regency, Indonesia. The findings demonstrate that by preserving the distinctiveness and caliber of the coffee product, the registration of the Geographical Indication of Robusta Semendo Coffee has benefited the local economy. In order to ensure that Geographical Indications are effectively protected by law, the local government must make significant efforts to promote the product, market it, and oversee the clarity code. It is anticipated that this legislative protection would raise public awareness of the significance of preserving the quality of coffee goods, boosting local communities' welfare and revenue. The regional economy benefits greatly from the legal protection of Geographical Indications of Robusta Semendo Coffee.

Keywords: Protection under the law and geographic indication, Semendo Robusta Coffee, and Regional economy.

1 Introduction

An important resource that can boost a country's economy overall and the economy of a specific region is intellectual property. Since intellectual property has contributed significantly to the rise of industrialised nations' economic might, it is currently one of the major pillars for a nation's economic development. The free market and globalisation also need a nation to bolster its intellectual property laws [1].

Globalization's impact on people's lives in all spheres—social, cultural, and economic—is accelerating the rate at which the local economy is developing [2]. Activities in the trade sector including commodities and services are developing and improving quickly due to the advancements in information technology, transportation infrastructure, and other related fields.

Indonesia is the biggest archipelagic state in the world. Indonesia is renowned for having an abundance of biodiversity in its natural resources, earning it the moniker “mega biodiversity country.” The abundance of these natural resources encourages a wide range of biological and vegetable uniqueness, which offers a multitude of remarkable natural gift potentials. From this potential, agricultural products that are specific to the region in which the potential is located are produced, including biological and vegetable products. The wealth of biodiversity in Indonesia may be best utilised

for the wellbeing of the populace and to bolster the expansion of both the domestic and regional economies.

Given the variety of natural resources found in Indonesia, national assets there require legal protection, particularly the safeguarding of intellectual property legally. In both domestic and international trade, the legal protection of different items designated by Indonesian Geographical Indications must be able to meet global challenges. Indonesia's wealth of natural resources could be recognised or transferred to other nations, or they could go extinct if they are not preserved, managed, and controlled effectively. Put differently, there will be dishonest rivalry that makes use of geographical designations without authorization.

There are two types of intellectual property [3], namely:

1. Personal Ownership, which includes Plant varieties, patents, trademarks, trade secrets, industrial designs, integrated circuit layout designs, and trade secrets are all protected by copyright and industrial property rights.
2. Traditional cultural expressions, traditional knowledge, and indications of origin or geographic indications make up communal ownership.

One of the key components of intellectual property, which is the foundation of any nation's economic growth, is geographic indications [4]. According to Article 1 Point 6 of In accordance with Law Number 20 of the Year 2016 on Trademark and Geographical Indication, a Geographical Indication is a sign indicating the place of origin of a good or product due to geographical environmental factors. These factors can be natural, man-made, or a combination of the two, and they give the good or product an identifiable reputation, quality, or set of characteristics.

The following theories, according to Niko Kansil, underpin Intellectual property rights and protection under the law [5]:

a. Copyright

The Directorate General of Intellectual Property defines intellectual property, often known as "IP" or Intellectual Property Rights (IPR) in English, as a right resulting from the application of intellectual labour to create a process or product that benefits people.

b. Intellectual Property Protection

The state grants legal protection to an individual or group of individuals who have invested their ideas into a work of art, known as intellectual property rights. This legislation is territorial to the state. This implies that A piece of work needs to be registered in the country where it will be protected in order to acquire intellectual property rights. Intellectual property protection is subject to its online registration with the Directorate General of Intellectual Property of the Ministry of Law and Human Rights of the Republic of Indonesia.

c. Indications by Region

According to Article 1 Number 6, a sign is defined as geographical indicators, which are names of places or regions and other indicators that pinpoint the location of the items' production.

d. Rights for Geographical Indications

The state will grant the registered holder of the right to Geographical Indications an exclusive right so long as the standing, quality, and characteristics that form the basis for safeguarding the Geographical Indications remain in place [6].

e. Rights to Geographical Indication Protection under the Law

Since the application procedure for geographical indicator registration, the issuing of certificates for spatial indicators, as well as their elimination to violations of their usage, and other related processes, the legal protection of geographical indications has been controlled [7].

Since 2011, Indonesia has seen a rise in the registration of Geographical Indications (GIs), with 138 GIs registered as of September 2023 [8]. Due to the COVID-19 pandemic, there was a notable decrease in 2020 and 2021 after a notable surge between 2017 and 2019. In 2022, the number of registrations surged once more, and by September 2023, 20 GIs had been registered. GI products cover a wide range of products, including crafts, cuisine, fisheries and marine, and agriculture and plantations. Numerous advantages come with GI registration, including preventing product imitation, raising the value of the product, bolstering the product's competitiveness, and highlighting the rich cultural heritage of the area. The Indonesian government is still pushing for GI registration in order to boost the regional and national economies [9].

Two applications are being considered in the substantive examination of geographical indicators available at the Directorate General of Intellectual Property. The Lahat Regency Government submitted Robusta Lahat Coffee, and four (four) districts / cities—Ogan Ilir Regency, PALI Regency, Muara Enim Regency, and Prabumulih City—submitted Prabu Pineapple [10]. The Government of Pagar Alam City is receiving assistance from the Regional Office of To fulfill the requirements for registering Gerga Orange Geographical Indications at the Directorate General of Intellectual Property, the South Sumatra Ministry of Law and Human Rights must furnish the required paperwork.

Considering how big Indonesia is and how many typical items each region has, there aren't many Geographical Indication registrations [11]. Acquiring knowledge from European nations, Geographical Indication products can yield significant advantages and enhance the economy of the nation overall, as well as the region producing the Geographical Indication. For instance, wine sales in France climbed by approximately 230% (two hundred and thirty percent) due to exports, cheese sales increased by between 158 and 203%, and sales of Florida oranges, which come from the state in the United States and are internationally recognised for their unique flavour, can generate 9 million US dollars, create approximately 80,000 new jobs, and expand 230,670 (two hundred and thirty thousand, six hundred and seventy) hectares of land.

Numerous geographical indications in Indonesia, including Palembang Songket Fabric, Bali Endek Fabric, Cilembu Yam, Lampung Black Pepper, Cililin Wajit, Batik Trusmi Cirebon, Batik Pekalongan, Batik Solo, and Toraja Carving, have the potential to compete on a global scale. Furthermore, there are coffee products with a variety of unique flavours, including Robusta Semendo (South Sumatra) and Luwak (Bajawa), Gayo, Toraja, Kintamani Bali, Bajawa, Dampit Java, Lampung, and robusta Flores [12].

Soetjipto Rahardjo defines legal protection as an effort to protect a person's interests by granting them the capacity to act in those interests [13]. This supports the assertion made by Roscou Pound that the law is an instrument for social engineering. In the legal domain, human interest is a demand that is upheld and satisfied by people. It is impossible to separate the question of human rights from legal protection, particularly when it comes to the economic, social, and cultural spheres and how they connect to the realisation of the right to culture, art, and science and technology [14]. Legal protection for the people, according to Phillipus M. Hadjon, is a repressive and preventive government activity. Fitzgerald, cited by Satjipto Raharjo, claims that the conception of natural law or natural law flow is where legal protection theory first emerged [15].

By safeguarding their unique products under the Geographical Indications legal protection system, these potentials can benefit and strengthen the economy of the area where Geographical Indications originate [16]. If the qualities and features are continuously maintained, there will be a strong market for geographical indication products despite the growing competition.

Due to its abundance of natural resources, Indonesia is able to produce high-quality goods that are well-known on the international market [17]. These include Java coffee, Mandailing Arabica coffee, Kintamani Arabica coffee from Bali, Semendo coffee from South Sumatra, and other Nusantara jewels that have garnered praise from all over the world over the years. But in the absence of adequate legal defence, these superior Indonesian goods are open to lawsuits from outside parties. Toraja Arabica Coffee, grown in Toraja, South Sulawesi, is a notable example. Although it originated in Indonesia, Japanese company Key Coffee Co. registered it as a trademark, limiting its worldwide marketing to this organisation alone [18]. On October 9, 2013, a Geographical Indication was formally registered with the Ministry of Law and Human Rights of the Republic of Indonesia's Directorate General of Intellectual Property in an effort to address this issue and return Toraja Arabica Coffee to its proper location. The purpose of this action is to protect Indonesia's distinctive products and maintain their cultural and economic value on a national and worldwide level.

On a total area of 252,142 hectares, the South Sumatra Province cultivates a variety of refreshing plants, including coffee. Smallholder coffee estates in South Ogan Komering Ulu Regency, Empat Lawang, Lahat, Muara Enim, and Pagar Alam City are the main production hubs for coffee in South Sumatra. The primary export product of South Sumatra is coffee beans, often known as green beans. The country's annual export market share is 150,000 tonnes, with a total export value of 1.91 million US dollars in 2021. With 2,194 (two thousand one hundred ninety-four) tonnes of total exports in 2022, or IDR 39.50 billion.

In several regions of Indonesia as well as among exporters, robusta semendo coffee is highly regarded. The Society for Geographical Indications (MPIG) Apit Jurai Muara Enim Regency has been forced to file Geographical Indications in order to receive official legal protection due to the growing popularity of Robusta Semendo coffee. The region of Semendo coffee plantations and production for the Muara Enim Regency Plantation Office's data last three years can be seen in Table 2 as follows:

Table 1
ROBUSTA SEMENDO COFFEE PRODUCTION

Year	Area (hectares)	Production n (tons)	Income (Green Bean) Rp.20.000	Income (Roast Bean) Rp.60.000
2020	23.725,5	25.623	Rp.512.460.000. 000	Rp.1.537.380.000.000
2021	23.725,5	25.623	Rp.512.460.000. 000	Rp.1.537.380.000.000
2022	23.725,5	26.141	Rp.522.820.000. 000	Rp.1.568.460.000.000

Source: Dinas Perkebunan Muara Enim, 4 Oktober 2023

The agricultural community of Semende Muara Enim has experienced a sense of importance with the registration of the Geographical Indication of Robusta Semendo Coffee. This emphasises how important legal protection is to raising the value of goods derived from natural resources, especially in agriculture [19]. Gaining legal recognition makes it simpler to promote trade in both domestic and foreign markets, which boosts local income and the surrounding economy. This demonstrates the concrete advantages of implementing legal frameworks to protect indigenous items, promoting local communities' economic growth and sustainability.

2. Method

Researchers employed two data gathering techniques to get the information required for this investigation [20], namely:

a. Review of Literature

In order to gather secondary data for this library study (also known as library research), a number of tasks like reading, citing, taking notes on books, and looking through relevant laws and regulations will be performed.

b. Investigative Research

Primary data are obtained through field studies. For this study, in-depth interviews were used. The researcher prepares a standardised interview beforehand, using the items to be questioned as guidelines, and then conducts interviews with respondents using structured questions.

In this legal study, the researcher used descriptive-analytical data analysis approaches, which involve analysing primary and secondary data using a qualitative approach. The method is implemented by gathering data, categorising, relating it to relevant ideas, and then drawing conclusions to ascertain the outcomes.

3. Result and Discussion

3.1 Legal Protection of Geographical Indication of Robusta Semendo Coffee for Regional Economic Improvement in Muara Enim Regency

Legal Protection of Geographical Indications of Robusta Semendo Coffee.

On a total of 252,142 hectares, the province of South Sumatra cultivates a variety of refreshing plants, including coffee. Ninety percent South Sumatra's coffee farms are smallholder operations, and the coffee production centres are situated in South Ogan Komering Ulu Regency, Empat Lawang, Muara Enim, Lahat, and Pagar Alam City. The five (five) largest are South Oku Regency (62,399 tonnes from 89,260 hectares), Empat Lawang (54,000 tonnes; 62,138 hectares), Muara Enim (27,652 tonnes; 23,102 hectares), Lahat (22,010 tonnes; 54,441 hectares), and Pagaralam (16,375 tonnes; 8,151 hectares). Of the 17 regencies/cities, at least 12 are the largest centres for coffee production in South Sumatra in 2022.

One of the most well-known coffee kinds in South Sumatra Province is Muara Enim Semendo Coffee, which is particularly popular in Muara Enim Regency. The regency has borders with nearby cities and other regencies, covering an area of around 7,300.50 km². With a total coffee area of roughly 23,495 hectares, the growth of coffee plants in this area is fairly strong, particularly in the four main sub-districts: Semende Darat Laut, Semende Darat Tengah, Semende Darat Ulu, and Tanjung Agung.

Due to its excellent return on investment, coffee growing is very popular among farmers in Muara Enim. The majority of coffee grown in the region is robusta, which is grown between 600 and 1800 metres above sea level. Arabica coffee is also being grown by certain farmers on territory that is higher than 1,000 metres above sea level. Coffee is the primary plantation commodity in the area, which has been classified as an agropolitan area.

Robusta Semendo coffee is renowned for its unique flavour and has health benefits that keep you feeling refreshed after a cup [21]. Geographical elements including height, rainfall, air humidity, and soil nutrient content are to blame for this. Robusta Semendo coffee has been certified as a Geographical Indication and has a certificate dated November 2015, ensuring its originality and quality are protected.

Geographical indications are given legal protection in order to preserve the product's qualities, attributes, and reputation. Legal action may be taken both civilly and criminally for violations of geographical indications. The person who owns the rights to the geographical indication may file a lawsuit against the entity using it without authorization.

The implementation of laws prohibiting the infringement of Geographical Indications serves both preventive and repressive purposes. Furthermore, the purpose of this legal protection is to enhance local community welfare and offer legal clarity [22]. Therefore, it is anticipated that the granting of Geographical Indication certificates will raise public awareness of the significance of preserving the quality of coffee products in order to improve the welfare and income of Muara Enim Regency residents.

The Implication of Legal Protection of Geographical Indication of Robusta Semendo Coffee on Regional Economic Improvement of Muara Enim Regency.

The effects of Robusta Semendo Coffee's Geographical Indications (GI) being legally protected on Muara Enim Regency's economic growth. The International Labour Organisation (ILO) defines regional economic development as the process by which

companies, governments, and communities work together to leverage local resources to boost employment and the economy. Regional economic development promotes locally based economic activity and places an emphasis on company development rather than social support.

Increasing local revenue and improving community welfare are two additional goals of IG implementation in addition to achieving economic value. Research indicates that GI has benefited Indonesia by increasing producers, driving up premium pricing, increasing export quantities, and managing product quality.

The Muara Enim Regency Plantation Office's data demonstrates that the production of Robusta Semendo coffee has increased recently. The GI of Robusta Semendo Coffee is expected to improve the local economy and product reputation in the market.

In order to grow the firm and ensure its continuity, marketing is crucial. Because products bearing the GI label give information about quality, provenance, and heritage, consumers are willing to pay a premium for them. It is anticipated that IG certification will boost sales volume and public interest in maximising the Semende Muara Enim area's agroclimatic potential.

As a result, IG Robusta Semendo Coffee has a high economic value and helps to strengthen the local economy. To effectively achieve the aims of economic development, GI protection necessitates the commitment of manufacturers, local governments, and the federal government.

3.2. Efforts Made by the Local Government to Realize the Legal Protection of Geographical Indications of Robusta Semendo Coffee

Muara Enim's coffee producers have long made a living in this industry [23]. A contributing reason to farmers' interest in cultivating coffee is the stability of prices in the wake of the increased demand for exports, particularly in France and Germany. Growth in the coffee plantation industry, particularly in the Muara Enim Regency, is also beneficial for raising regional income. South Sumatra produces coffee, which is primarily exported as green beans to the Middle East, Egypt, and China. In 2018, total exports were 2,194 tonnes, valued at Rp 39.50 billion, while in 2019, as much as 150,000 tonnes, valued at Rp 1.91 million, were shipped.

According to the rules in Article 61 paragraph (1) of Law Number 20 Year 2016 concerning Trademarks and Geographical Indications, the legal protection of Geographical Indications will last as long as the reputation, quality, and attributes that make up an item are preserved. Therefore, in order to ensure that Geographical Indications of Robusta Semendo Coffee are legally protected, the Government of Muara Enim Regency is making the following efforts:

1. Advisory and Monitoring

Every coffee farmer is subject to periodic guidance and supervision by the Government of Muara Enim Regency through the Plantation Office. This is especially the case for farmer groups that are members of the Apit Jurai Geographical Indication Care Community, which is authorized to receive the Geographical Indication certificate of Robusta Semendo Coffee.

The following are included in this supervision and guidance:

a. Planting and cultivation techniques for robusta coffee

High-Density Planting (HDP), which uses a contour technique to plant with a high plant population per hectare of roughly 2,500–4,000 plants at 1.6 m (one point six meters) to 2.5 m (two point five meters) apart, is the method used to manage coffee planting in the Semende area. In the Semende region, coffee is planted without shade. This allows the physiological process of the plants to go more quickly, increasing coffee productivity. However, if fertilizers are not applied in a balanced manner, the productivity of the coffee plants soon declines. One factor affecting output in coffee plants is pruning. Plants with a high yield can be stable and simple to maintain when they are pruned properly. Fertilizers utilized by farmers in the Semende region consist of NPK compound fertilizers and urea KCl single fertilizers. Furthermore, coffee skins are used beneath coffee plants by farmers as an organic fertilizer.

b. Techniques for Harvest and Post-Harvest

The best ripe coffee beans or carefully selected red-picked coffee beans are used to make high-quality coffee with a pleasing flavor. Red-picked and graded coffee beans are the starting point for local farmers' preparation of ground coffee. Selectively collecting red-colored beans is necessary for harvesting coffee fruit in the Geographically Indication approved area, and each farmer group member must fulfill the harvesting requirements in accordance with technical standards. The established Indonesian National Standard (SNI) for coffee beans can be met via red-pick harvesting, which involves harvesting 85% (eighty-five percent) of red Robusta beans.

Following the guidelines in the Geographical Indication Requirements Book, proper post-harvest care will maintain the constant and unique flavor of Semendo Coffee. Following harvest, certain elements are turned into Standard Operating Procedures (SOP) or requirements for making Robusta Semendo Coffee. These include:

1. Desiccation

Coffee beans are dried to lower their water content from approximately 60% to a maximum of 12.5%, making them somewhat safe to be packed in sacks and kept in warehouses with tropical climates. Additionally, by drying the coffee beans, mold infestation that lowers coffee quality can be avoided. In order to produce coffee with good physical quality and flavor, drying is the most important step.

2. Ignoring

The purpose of hulling is to separate the coffee beans so that a hulling machine can make coffee beans. Following hulling, the coffee bean's moisture content is 12%; this can be verified once more to guarantee the moisture level. To prevent the coffee beans from breaking, the machine needs to be in a clean state on the inside and outside and operate normally. Adjustments can be made to this end. Readjusting is necessary if the beans break during the stripping process.

3. Classifying and Rating

Sorting broken, hollow, and black beans, among other defective beans, by hand in order to meet SNI quality standards. Grading large, medium, and tiny coffee beans using a sieve based on their respective sizes of 7.5 mm, 6.5 mm, and 5.5 mm is done in order to achieve size consistency. This grading activity considers whether

there is a considerable price difference between bean size classes and buyer demand.

4. Stowage and Packaging

The phases of packaging and storing include the following in an effort to increase the results' shelf life

- Consistent packing in brand-new, hygienic sacks devoid of fat and minerals, ideal for storing food;
- the sacks bear the Robusta Semendo Coffee label, the Geographical Indication symbol, and the traceability code.
- For warehouse pest inspection, the coffee bags are piled on wooden platforms with a maximum stack height of 150 cm and 50 cm wall spacing.
- The warehouse is ventilated to monitor humidity at roughly 70%.
- Beans are protected from unwanted organisms and animals, such as dogs, cats, chickens, rodents, insects, mold, and other elements that destroy coffee beans.

c. Processing and manufacture of robusta coffee

The processing of robusta ground coffee needs multiple steps, such as material preparation, roasting, blending, packaging, and storage. Getting Ready Equipment is prepared properly and hygienically, and it is resistant to corrosion and decomposition in high temperatures Cooking over fire

- Done indoors, with the temperature adjusted to get the appropriate degree of roasting.
- A light roast should be served between 190 and 195°C, a medium roast between 200 and 205°C, and a dark roast between 205 and 205°C.

pulverizing

- Carried out 12–18 hours after cooling.
- The brewing technique determines how fine the coffee granules should be. Blending is optional.
- obtain a unique flavor, blend with other Robusta coffees. Ensure that the raw materials are confirmed by Geographic Indication.

Putting together

- The packaging has all the information about the coffee, including the origin of the raw materials, the name and logo of the coffee, its composition, net weight, and the producer's name and address, among other details. • The coffee is packaged using materials that can preserve its aroma and taste, like glass, tin, or aluminum foil

2. Promotion of Products

One of the key factors taken into account by MPIG Apit Jurai and the Muara Enim Regency Government to boost business and ensure business continuity in order to enhance the local economy in particular and the regional economy in general is product marketing. The current marketing strategy for Semendo Robusta Coffee products, according to Mr. Mulustan, Chairperson of the Apit Juray Geographical Indication Caring Community (MPIG), involves working with PT Indokom, PT Sumatra Specialty Coffee, PT Indocafo, and Mondelez for overseas marketing, or selling directly to wholesalers or coffee exporters who offer the best prices.

3. Monitoring of the Chain of Custody

It is imperative that the Robusta Semendo Coffeeunitability Code be overseen. In order for MPIG Apit Jurai to track down production that deviates from quality standards or is the subject of customer complaints, the traceability code is organized according to the type of production in order to determine the traceability of production based on the type and origin of the group or UPH. This code also attempts to prevent other parties from faking Robusta Semendo Coffee production. These are the codes:

- 01.01.01...20
- With the knowledge that follows:
- 01: Is a member number, etc.
- 01 is the number for the farmer group or UPH, and so forth. 01 through 12 is the number for the production month.
- 20: Production year

Because coaching is an effort, action, and activity in the form of education and training carried out effectively and efficiently to obtain better results, the guidance and supervision, product marketing, and supervision of the kerunutan code carried out by the Government of Muara Enim Regency—which in this case is carried out by the Plantation Office—are crucial to realizing the legal protection of Geographical Indications of Robusta Semendo Coffee.

To increase business actors' competitiveness, Robusta Semendo Coffee Geographical Indications need to be supervised and guided. This is because the product's origin may be determined by using the Geographical Indications. Second, geographic indicators of product quality tell customers that a product originates in a place that is known for its reputation, quality, or other attributes that are essentially related to its location. Third, geographic indications can be advantageous to businesses since they ensure the genuineness of goods that are associated with a specific area

4. Conclusion

From the earlier explanations, the following can be inferred:

1. Muara Enim Regency's Geographical Indications of Robusta Semendo Coffee are fully protected by law, from the registration application to the enforcement of use breaches by law enforcement. This complies with Law Number 20 Year 2016 on Trademarks and Geographical Indications, which states that protection is maintained for as long as the product's reputation, quality, and attributes are preserved.
2. The Muara Enim Regency Government is working to protect Geographical Indications of Robusta Semendo Coffee legally. Some of the initiatives it has taken to achieve this goal are farmer mentoring, quality control oversight, marketing assistance, and traceability code monitoring. These steps are crucial to maintaining the reputation of the Geographical Indication and guaranteeing the sustainability and quality of the product.

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