

# Protection of Intellectual Property Rights (IPR) for Batik Mangrove Products in Tanjung Rejo Village, North Sumatera, Indonesia, as an Initiatives to Export Products

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## ABSTRACT

Intellectual property rights (IPR) encompass a wide range of property rights stemming from the intellectual or creative capabilities of individuals. These rights span various domains, including knowledge, art, literature, and technology, and their creation typically demands investments in the form of effort, time, financial resources, and intellectual labor. The focal point of this research is the safeguarding of IPR pertaining to Mangrove Batik products originating from Tanjung Rejo village, with the ultimate objective of facilitating their exportation. The chosen research methodology for this study is the normative juridical approach, characterized by its descriptive-analytical nature.

The data used in this research comprises both primary and secondary sources, and the analysis primarily employs qualitative methods, given the predominantly descriptive and analytical nature of the data collected. The research findings underscore the concerted efforts aimed at preserving and upholding intellectual property rights for mangrove batik products originating from Tanjung Rejo village, driven by the goal of amplifying the export potential of these culturally significant creations.

Tanjung Rejo village has carved out a reputation as a producer of exceptionally unique and culturally valuable mangrove batik products. However, the continued success and integrity of this product line are challenged by issues such

as counterfeiting and a general lack of awareness regarding intellectual property rights. To address these challenges, this study has initiated an education and training program designed to enhance the local community's comprehension of IPR intricacies and the requisite procedures for exporting these distinct products.

The study's data analysis involves pre-tests and post-tests, which serve as instruments to gauge the effectiveness of the educational program. Encouragingly, the results demonstrate a noteworthy enhancement in the local community's comprehension and awareness of intellectual property rights. This newfound knowledge and understanding can substantially fortify the protection of Mangrove Batik products while concurrently fostering their potential for export. Ultimately, safeguarding intellectual property rights stands as a pivotal instrument in preserving the authenticity and economic worth of this culturally significant product, all the while advancing cultural preservation and stimulating local economic growth.

**Keywords:** Intellectual Property Rights Protection, Mangrove Batik, Tanjung Rejo Village.

## INTRODUCTION

In contemporary times, we have the Directorate General of Intellectual Property Rights, an institution tasked with the

primary responsibility of administering copyrights, patents, trademarks, industrial designs, and integrated circuit layout designs. The Directorate General of Intellectual Property Rights, formerly known as the Directorate General of Copyrights, Patents, and Trademarks, was established in 1998. The effectiveness and competence of this Directorate General are of paramount importance to society, encompassing various stakeholders, including industrial and commercial sectors, as well as research and development institutions (Purba et al., 2005).

The concept of intellectual property rights (IPR) essentially originates from the notion that intellectual creations and products, crafted by human ingenuity, entail significant investments of time, energy, and resources. Within the realm of intellectual property rights, copyright represents a deeply personal and exclusive entitlement granted to creators or copyright holders, allowing them to publish or reproduce their creative works while adhering to the legal constraints stipulated by prevailing regulations. Article 1, paragraph 1, of Law No. 28 of 2014, the most recent copyright law that replaced the now-outdated Law No. 19 of 2002, says that "Copyright is the exclusive right of the creator, arising automatically based on declarative principles after a creative work has been manifested in tangible form, all without deviating from the restrictions set out by regulatory provisions" (Gautama, 2001).

Intellectual property primarily addresses creations and innovations born from the intellectual faculties of individuals. Consequently, the discourse on intellectual property rights invariably intertwines with the domain of business, underscoring the compelling need for comprehensive legal protection. On the international legal stage, intellectual property rights find themselves codified in diverse legal frameworks and conventions, with the Universal Declaration of Human Rights, Article 27(2), standing as one exemplar (Margono, 2001). This codification underscores that intellectual

property rights represent an integral facet of human rights, demanding safeguarding, respect, and fulfillment by governing authorities. However, the present-day awareness levels among the Indonesian populace regarding intellectual property rights and their associated legal intricacies remain a subject of profound concern. This dearth of awareness frequently precipitates a litany of legal challenges and disputes that eventually find their way into the judicial arena.

Intellectual property rights (IPR) relating to batik products have assumed an increasingly pivotal role within the broader context of Indonesia's textile industry and its rich cultural heritage. Batik, as an invaluable emblem of Indonesia's cultural legacy, encompasses a panoply of unique design elements, motifs, intricate dyeing techniques, and artistic nuances. These batik products have transcended national borders, becoming synonymous with Indonesia's identity and holding substantial economic value. Consequently, safeguarding IPR, which includes copyrights, trademarks, and industrial design protection, assumes paramount significance. This serves to preserve the authenticity of these creations, acknowledge the artistic ingenuity they embody, and facilitate the burgeoning development of the batik industry, both domestically and on the global stage (Rahayu, 2011).

Batik, in its essence, is a textile art form meticulously crafted through the meticulous process of wax-resist dyeing, employing tools like canting to create intricate patterns on a fabric canvas. The etymology of "batik" traces back to the Javanese language, where "amba" and "tik" aptly convey the essence of "writing dots" upon cloth. Batik Mangrove, a distinctive fusion of artistry and culture, has emerged as a precious asset in the milieu of art, environmental stewardship, and local economic sustenance within the village of Tanjung Rejo. This artisanal product seamlessly marries time-honored artistic traditions with innovative expressions,

culminating in awe-inspiring textile masterpieces. The uniqueness of Batik Mangrove transcends mere aesthetic appeal; it encapsulates profound cultural and environmental values within each piece. However, notwithstanding its immense potential, Batik Mangrove grapples with multifaceted challenges that necessitate concerted efforts for sustainable production and successful export ventures (Widyastutiningrum, 2009).

Batik Mangrove is emblematic of the intangible cultural heritage handed down through the annals of time, representing a repository of traditional techniques and signature motifs, each laden with profound cultural significance. The production process of Batik Mangrove intricately interweaves nature as it draws upon materials derived from the mangrove ecosystem—a testament to its commitment to sustainable environmental practices. In practical terms, Batik Mangrove products are poised to be a wellspring of substantial economic sustenance for the Tanjung Rejo community. The prospects of exporting these cultural treasures promise access to broader markets and augmented financial returns. Amidst the sweeping currents of globalization, the imperative of safeguarding the intellectual property rights that underpin Batik Mangrove is undeniable. These encompass copyrights and trademarks, necessitating robust regulatory frameworks and vigilant oversight. In the international arena, Batik Mangrove competes with an array of art and textile products originating from diverse corners of the globe. Hence, the imperatives of quality assurance, preservation of originality, and image cultivation are paramount.

In conclusion, the tapestry of Batik Mangrove is a multifaceted representation of cultural and environmental values that combines art, sustainability, and economic viability. Its journey, which spans generations and includes a lot of cultural

legacies, shows how important it is to protect intellectual property in a globalized market where authenticity and creativity are highly valued.

In this age of globalization, products like Batik Mangrove, which are rooted in culture and art, have become more important on the international market. Batik Mangrove is an artistic creation that combines traditional artistry with environmental sustainability. It has become a source of great pride for the village of Tanjung Rejo and has a lot of potential to be exported around the world.

The batik industry is very active, both in Indonesia and around the world. This has a big impact on the country's economic growth and the preservation of its cultural heritage.

Still, the threat of fake batik products looms large. In response to this looming threat, strong enforcement of IPR protection mechanisms acts as a powerful deterrent, stopping the illegal reproduction and wrongful use of batik designs. With properly implemented IPR protection protocols, the batik industry can continue to grow and thrive, which is good for both local and national economic growth.

## **RESEARCH METHODS**

Methodology is the process, principles, and procedures for solving a problem, while research is a careful, diligent, and thorough examination of a phenomenon to expand human knowledge. The research method employed in this study is the empirical juridical approach (Hadi, 2000). The nature of this research is descriptive-analytical, meaning that the aim is to obtain a detailed and systematic overview of the issue under investigation. Analysis is conducted based on the information and facts gathered and a careful consideration of how to answer the problem in order to arrive at a solution as the response to the issue at hand (Mezak, 2006). This type of research is normative legal research (Adiyanta, 2019).

## RESULTS

**Table 1: Tabulation of Pre-Test Responses from Participants Regarding Intellectual Property Rights (IPR) Protection**

Question	Pre-test response			
	Unaware	Uncertain	Aware	Very Aware
Do you know what is meant by IPR (Intellectual Property Rights)?	10	1	8	-
Do you know who can apply for IPR?	18	-	1	-
Do you know the procedures for IPR?	18	1	-	-
Do you know the requirements for registering IPR?	18	1	-	-
Do you know the issues involved in registering IPR for a product?	18	-	1	-
Do you know the benefits for a product when it has IPR?	15	3	1	-
Do you know the procedures for a product to be exportable?	13	5	1	-
Do you know the advantages of selling products up to exporting them?	13	5	1	-

The findings from the pre-test, as presented in Table 1, offer valuable insights into the participants' knowledge and awareness of intellectual property rights (IPR) and related concepts.

**Understanding of IPR (Intellectual Property Rights):** Approximately 47% of the participants (8 out of 17) demonstrated an understanding of IPR, indicating a moderate level of awareness. A significant portion, roughly 53%, either had no knowledge or were uncertain about the meaning of IPR. It is notable that no participant claimed to be very aware of IPR, suggesting a general need for foundational knowledge in this area.

**Knowledge of Eligibility to Apply for IPR:** A striking 95% of the participants were unaware of who is eligible to apply for IPR. Only one participant expressed uncertainty regarding eligibility criteria.

**Knowledge of IPR Procedures:** Similarly, 95% of the participants lacked awareness of the procedures associated with IPR. One participant was uncertain about these procedures.

**Awareness of Requirements for Registering IPR:** The findings indicate a parallel trend, with 95% of participants having no knowledge about the requirements for registering IPR. Again, one participant expressed uncertainty in this regard.

**Understanding of Issues in Registering IPR for a Product:** The survey outcomes reveal that 95% of participants did not possess any knowledge about the issues involved in registering IPR for a product. One participant had an uncertain stance on this matter.

**Awareness of Benefits of Having IPR for a Product:** Approximately 88% of participants demonstrated some awareness of the benefits associated with IPR for a product. A smaller percentage, 12%, had uncertainties about these benefits. A solitary participant claimed to be very aware of these advantages.

**Knowledge of Procedures for a Product to be Exportable:** A majority of participants, about 76%, were aware of the procedures required for a product to become exportable. A substantial portion, 24%, were either uncertain or unaware of these procedures. One participant indicated a high level of awareness regarding this aspect.

**Understanding the Advantages of Selling and Exporting Products:** About 76% of participants possessed some understanding of the advantages associated with selling and exporting products. A quarter of participants were either uncertain or unaware of these advantages. One participant claimed to be very aware of these advantages.

In summary, the findings underscore a pervasive lack of awareness among participants concerning various facets of intellectual property rights, including eligibility, procedures, requirements, and issues in registration. However, there is a noticeable degree of awareness regarding the benefits of IPR for products and the procedures for making products exportable. These findings underscore the imperative need for comprehensive educational initiatives and awareness campaigns to bolster participants' comprehension of IPR-

related topics, ensuring a more robust understanding in this vital legal domain.

**Table 2: Tabulation of Post-test Participants' Responses Regarding Intellectual Property Rights (IPR) Protection**

Question	Post-test response			
	Unaware	Uncertain	Aware	Very Aware
Do you know what is meant by IPR (Intellectual Property Rights)?	2	1	14	2
Do you know who can apply for IPR?	2	1	14	2
Do you know the procedures for IPR?	3	1	14	1
Do you know the requirements for registering IPR?	3	3	13	-
Do you know the issues involved in registering IPR for a product?	3	5	11	-
Do you know the benefits for a product when it has IPR?	2	2	14	1
Do you know the procedures for a product to be exportable?	6	2	11	-
Do you know the advantages of selling products up to exporting them?	2	2	15	-

The post-test findings exhibit a notable improvement in the participants' comprehension of intellectual property rights (IPR) compared to the pre-test responses. Across various dimensions of IPR, participants displayed an enhanced level of awareness.

**Definition of IPR:** In response to the question about the meaning of IPR, a substantial shift is observed. While two participants remained unaware, one was uncertain, and the remaining 14 participants demonstrated a clear understanding, categorizing themselves as "aware" or "very aware." This indicates a considerable enhancement in grasping the concept of IPR.

**Eligibility to Apply for IPR:** Similar to the definition, there is a significant increase in awareness regarding who can apply for IPR. Two participants were unaware, one was uncertain, and a substantial 14 participants displayed a clear understanding, identifying themselves as "aware" or "very aware."

**Procedures for IPR:** Regarding the procedures for IPR, three participants remained unaware, one was uncertain, 14 participants demonstrated increased awareness, and one participant categorized themselves as "very aware." This signifies progress in comprehending the steps involved in IPR processes.

**Requirements for Registering IPR:** In terms of the requirements for registering IPR, three participants remained unaware, three were uncertain, and 13 participants showed an understanding of these prerequisites. This indicates that while progress has been made,

some participants still require further clarification regarding the requirements.

**Issues in Registering IPR for a Product:** Understanding the issues involved in registering IPR for a product remains a challenge for some participants. Three participants remained unaware, five were uncertain, and 11 participants displayed awareness. Continued education may be beneficial to address this area of uncertainty.

**Benefits of IPR for a Product:** Regarding the advantages of having IPR for a product, two participants were unaware, two were uncertain, 14 participants exhibited awareness, and one participant categorized themselves as "very aware." This demonstrates that participants have a solid understanding of the benefits associated with IPR protection.

**Procedures for a Product to Be Exportable:** Understanding the procedures for making a product exportable is an area where participants continue to face challenges. Six participants remained unaware, two were uncertain, and 11 participants indicated awareness. Further education may be necessary to clarify these procedures.

**Advantages of Selling and Exporting Products:** The advantages of selling products and exporting them appear to be well understood among the participants. Only two participants were unaware, two were uncertain, and 15 participants demonstrated a clear understanding of these advantages.

In summary, the post-test results indicate a commendable improvement in participants' awareness of various aspects related to IPR.

While some areas still require further clarification, the findings highlight the effectiveness of the educational intervention in enhancing participants' knowledge and understanding of intellectual property rights.

## **DISCUSSION**

The Intellectual Property Rights (IPR) Protection Program represents a strategic initiative meticulously crafted to elevate comprehension and consciousness regarding IPR within the cohort of respondents or program participants. At its core, this program aspires to furnish participants with enriched insights into the multifaceted dimensions of IPR, encompassing the fundamental definition of IPR, the eligible entities capable of soliciting IPR, the intricate procedures entailed in safeguarding IPR, the requisite prerequisites for registration, plausible challenges that may manifest during the registration of IPR for a product, and the substantial advantages accruing to products adorned with IPR. This educational endeavor may also encompass elucidation of the procedural intricacies enabling a product to attain exportability and the concomitant advantages extending from product sales to the realm of exports. The foremost objective animating this program is to endow participants with a heightened and nuanced understanding of IPR, especially underscored in the context of Batik Mangrove products situated within the environs of Tanjung Rejo Village. Implicit in this ambition is the program's intent to empower participants with the requisite knowledge repository and toolset essential for the safeguarding of their intellectual creations, along with the maximization of their product's potential, both within the local milieu and on the international stage. Moreover, this initiative endeavors to dispel any vestiges of uncertainty or misconceptions that may have previously pervaded the minds of participants concerning IPR.

The results of the tabulation of the pre-test data give a broad picture of how the respondents thought before the program

started. They can be thought of as a basic starting point. These insights reveal that, initially, a significant majority of respondents exhibited a rather rudimentary grasp of IPR concepts and, in some instances, appeared entirely uninformed about IPR as well as the intricacies of product export procedures. This initial survey data thus assumes paramount importance as it forms the foundational bedrock upon which subsequent evaluations of the program's impact shall be anchored. In essence, this pre-test data furnishes a robust vantage point from which to gauge the extent of knowledge enhancement achieved among respondents following the program's meticulous implementation.

The tabulated post-test data results serve as a crucial indicator of the participants' knowledge and comprehension levels subsequent to the implementation of the Intellectual Property Rights (IPR) protection program. These findings unequivocally demonstrate a significant improvement in the participants' understanding of various facets related to IPR and the procedures involved in exporting products. This notable enhancement underscores the program's efficacy in augmenting the participants' comprehension in this specialized domain, marking a highly encouraging development. It affirms that the educational and training initiatives centered around IPR have yielded tangible and meaningful improvements in their understanding, which, in turn, can substantially bolster IPR protection and facilitate more efficient product exports.

Through the provision of appropriate education and training, this IPR protection program stands poised to exert a positive influence by enhancing the quality, sustainability, and overall success of Batik Mangrove product exports originating from Tanjung Rejo Village. Furthermore, it has the potential to stimulate economic growth within the region and serve as a catalyst for cultural preservation. This is accomplished by fostering a deeper appreciation for the significance of safeguarding traditional art and cultural creations, which are integral to

the fabric of the community and the nation as a whole.

## CONCLUSION

The executed Intellectual Property Rights (IPR) protection program stands as a notable success in augmenting the knowledge and comprehension of its participants. It is noteworthy that a substantial majority of the participants commenced the program with a limited or even negligible understanding of IPR and the intricacies involved in exporting products. Following the program's conclusion, a remarkable improvement in their grasp of IPR concepts and the advantages stemming from the protection of their intellectual creations is evident.

This program dedicated to IPR protection represents a commendable stride towards supporting cultural preservation, shielding artistic expressions, and fostering local economic development within Tanjung Rejo Village, with a particular focus on Batik Mangrove products. Armed with an enhanced understanding of IPR, participants now possess robust tools to shield their creative outputs, thereby contributing to the longevity of the batik industry and the prospect of exporting their products. In essence, this program serves as a pivotal catalyst for promoting local economic growth, conserving cultural heritage, and safeguarding the rights of individual creators.

However, it is worth noting that while a majority of participants have made substantial knowledge gains, a fraction still maintains uncertainties. Hence, it is imperative to continue extending support, delivering comprehensive training, and ensuring access to the requisite resources to fortify their comprehension further. Such efforts are vital in guaranteeing the practical application of the knowledge acquired during the program in their daily endeavors.

In sum, the IPR protection program has undeniably yielded a positive impact by enhancing the participants' appreciation of

the critical role played by IPR within the domain of Batik Mangrove products. Furthermore, it establishes a robust foundation for subsequent initiatives aimed at advancing cultural preservation, boosting local economies, and conserving traditional arts.

### Declaration by Authors

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