



LEGAL PROTECTION OF INTELLECTUAL PROPERTY RIGHTS IN INDICATION GEOGRAPHICS IN INDONESIA

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ABSTRACT

Indonesia is a country that is rich in natural resources, the wealth of natural resources provides various kinds of extraordinary natural gift potentials so that from these potentials produce results of vegetable and biological cultivation that characterize the geography where the potential is located. In this study, the authors used a normative-applied approach. Data collection in writing this research is done by means of document studies, namely studying legal materials in the form of primary legal materials, secondary legal materials and tertiary legal materials. Based on the results of the research, it can be seen that: (1) Protection of geographical indications cannot be separated from the joint efforts of interested parties in the region to be involved in the initial process (during the inventory of potential regional goods/products). This agreement is a reflection of the results of joint work to seek an advantage among fellow producers in accordance with the characteristics of the area where the producer lives. (2) Legal efforts that can be taken by the government to encourage the growth of protection of geographical indications are that the government establishes a law on geographical indications.

Keywords: Legal Protection, Geographical Indication, Indonesia

INTRODUCTION

Indonesia is a country that is rich and abundant in natural resources. The nature grows many kinds of uniqueness, both biological and vegetable so that provide various kinds of extraordinary natural gift potential so that from this potential produce the results of vegetable and biological cultivation that characterizes the geography where the potential is at.

Before discussing Geographical Indications, the scope of IPR is explained first. IPR consists of different types of protection, depending on the subject (form of wealth intellectual property) are protected. Intellectual Property Rights consist of two fields, namely: first, Intellectual Property Rights Copyright, as well as Neighboring Right, consist of Science, Arts and Literature. Second, Industrial Property Rights, consisting of Patents (patents), Trademarks (trademarks), Designs Industry (Industrial design), Integrated Circuit Layout Design (layout design of integrated circuit), and trade secrets.¹

With regard to the diversity of natural resources, a protection is needed law for national assets in the territory of Indonesia, especially in relation to protection law on Intellectual Property Rights. Intellectual Property Rights namely the rights that arise for the results by the brain's thinking that produces a product or process produce a product or process that is useful to humans. In essence, IPR is a right to enjoy economically the results of an intellectual creativity.² One type of intellectual property rights has an attraction that describes a type of product that shows the area where the product is it originates is a Geographical Indication. Geographical Indications also reflect environmental factors Geographical factors include natural factors, human factors or a combination of these two

¹ Dara Quthni Effida, dkk., "Efforts to Protect the Legal Geographical Indications of Sidimpunan Salak as South Tapanuli Natural Wealth", (2015), Vol. 11, Jurnal Law Reform.

² Sabela Gayo, "Protection of Geographical Indications for Gayo Coffee" Notes I Love Gayi, January 2010.

factors which Furthermore, it gives the distinctive characteristics, characteristics and certain qualities of a product certain.³

In its development, in addition to naming a brand for a product accompanied by a name, and certain logos, as well as many products that reflect the results of an area with adding the name of the area and being a differentiator between similar products or objects and produced by other regions, these products are called geographical indications, such as samarinda sarongs, Cirebon batik, sengkang silk, coto Makassar. In addition to products that require a production process as well there are some products that are natural products and these products are different from regional products in terms of taste, it is possible due to natural and geographical factors, for example: poor apple, coffee toraja, gayo coffee, pontianak oranges. It is said to be a special product because the items that are has special characteristics that only exist in the area concerned, and can not be obtained in other areas of quality, reputation, and other characteristics of goods it is essentially related to its geographic origin.⁴

Our country has many products that reflect geographical indications, which of course need complete regulation and strict protection so that local wealth and products receive legal protection and certainty. Currently, Indonesia is country rich in potential geographic indication products such as Cilembu Sweet Potato, Gayo Coffee, Kintamani Bali Coffee, Pepper Black Lampung, Muntok White Pepper, Toraja Coffee, Malang Stone Apple, Dinoyo Ceramics, Pottery Emptiness and others. This natural potential is a gift for the Indonesian people to economic growth, if this potential can be utilized and used as an asset trading. In this context, if the potential falls into the category of business assets or trade, then the rule of law must be able to guarantee that the rights of those who take advantage of this potential can be protected. Especially if the potential has been traded to international world (export and import).⁵

Lack of attention from the Blood Government is one of the factors that causes Geographical Indications are less understood by local people in general. They tend to know IPR terms such as trademarks and patents. This Geographical Indication is an asset that can be used for the welfare of the people in a country, especially in the regions. If the government has the initiative to develop the natural potential of an area appropriately and wise, this can be realized if it is supported by adequate human resources. Thus, so that this Geographical Indication can really provide benefits to an area funds or communities who are entitled, then there needs to be legal protection.

Efforts to protect Geographical Indications in Indonesia have progressed quite a bit good at this time. The enactment of Law Number 20 of 2016 concerning Marks and Geographical Indications as a substitute for Law Number 15 of 2001 concerning Marks, it has placed Protection of Geographical Indications is an integral part of brand protection. In in Law Number 15 of 2001 concerning Marks, contains provisions regarding Indications Geography in general, namely in only one chapter, namely chapter VII (seven) starting from Article 56 to with Article 60 and only one part for the whole arrangement of Geographical Indications. On Chapter It is explained that regarding Geographical Indications that show the area of origin of an item due to geographical environmental factors including natural factors, human factors or a combination of both These factors , giving certain

³ I Ketut Haris Wiranata dan Anak Agung Sri Indrawati, "Re-registration of Indicated Trademark Rights Geografis", (2014), Vol II, Jurnal Kertha Semaya, Fakultas Hukum Universitas Udayana.

⁴ Tavinayati, M. Effendy, Zakiyah dan M. Taufik Hidayat, "Protection of Intellectual property rights, geographical indication of wetland agricultural products as a typical product of South Kalimantan Province", (2016), Vol bol.1, Badamai Lau Journal.

⁵ Indra Rahmatullah, "Protection of Geographical Indications in Intellectual Property Rights through

Ratification Lisbon Treaty”, (2014), Vol. II, Jurnal Cita Hukum.

characteristics and qualities to the goods produced, are the beginning than the legal umbrella for the indicated product. Law Number 15 of 2001 concerning Marks regulated by Government Regulation Number 51 of 2007 concerning Indications Geographical, but the provisions of Geographical Indications are considered unable to explain in detail about detailed Geographical Indication protection. The vacancy is then filled through the presence of Law Number 20 of 2016 concerning Marks and Geographical Indications, hopes that protection of Geographical Indications is becoming stronger in Indonesia. Indication protection measures Geographical in Indonesia through the registration system.

Until September 2021, the number of Geographical Indications that have been registered with Directorate General of Intellectual Property 92.6 Most products are Geographical Indications are agricultural products. If we look at the number of products produced from Geographical Indications with comparing the low number of Geographical Indication registrations, it can be said that awareness Indonesian society to register Geographical Indications is still very low, other factors such as described above, namely the lack of a role from local governments to support efforts registration of Geographical Indications in the area. Another thing faced as it develops The protection of Geographical Indications in Indonesia is growing rapidly, the next thing to be faced is related to the registration of various Geographical Indications as Marks by several company. This case occurred in several registrations of Geographical Indications into Trademarks a company in another country.

Based on the description above, the researcher is interested in writing a journal entitled: **LEGAL PROTECTION OF INTELLECTUAL PROPERTY RIGHTS IN INDICATION GEOGRAPHICS IN INDONESIA.**

Problem Statements:

- 1) How is the legal protection of intellectual Property Rights in Geographical Indications in Indonesia?
- 2) What are the Government’s efforts to increase the protection of Geographical Indications against potential of Geographical Indication products in Indonesia?

Research Objectives

- 1) To find out the legal protection of Intellectual Property Rights in Geographical Indications in Indonesia.
- 2) To find out the Government’s efforts to improve the protection of Geographical Indications.

Research Journal entitled “Protection Against Geographical Indications (Products accompanied by Place Names) in the Framework of National Law and International Law” by Nita Anggraeni ⁶ Discussed the Protection of Geographical Indications within the Legal Framework National and International Law. The difference with this study, the author examines more specifically regarding the legal protection of Geographical Indication products in Indonesia. Winda Risna Yessiningrum⁷ in her research "Legal Protection of Geographical Indications as Part" From Intellectual Property Rights", discusses the principles in legal

⁶ Nita Anggraeni, “Protection of Geographical Indications (Products accompanied by Place Names) in National

Legal Framework and International Law”, (2013), Vol.12, Jurnal Pemikiran Hukum Islam.

⁷ Winda Risna Yessiningrum, “Protection of Geographical Indications in Intellectual Property Rights (HKI) Ratification of Agreements Lisbon”, (2015) Vol. 3, Jurnal IUS Kajian Hukum dan

Keadilan.⁸ Rahmatullah, "Protection of Geographical Indications in Intellectual Property (HKI) Ratification of Agreements Lisbon", (2014), Vol.2, Jurnal Cita Hukum

protection of Geographical Indications as part of Intellectual Property Rights while in this writing only focused on legal protection against Geographical Indications. The results of research conducted by Indra Rahmatullah⁸ "Protection of Geographical Indications" In Intellectual Property Rights (IPR) Through the Ratification of the Lisbon Treaty", discusses about protection of Geographical Indications through the ratification of the Lisbon Treaty, while the author discusses protection of Geographical Indications based on Law Number 20 of 2016 concerning Marks and Geographical Indications and Government Regulation Number 51 of 2007 concerning Geographical Indications.

RESEARCH METHOD

The research approach method used by the author in this research is research normative law, namely research conducted based on library data as the main data which is secondary data and in the form of legal materials. Type specifications The research used is normative juridical, namely analyzing the problem from the point of view of in accordance with the provisions of the applicable law / legislation. Meanwhile, technique Data collection in this library research is done by means of document studies, namely: studying, reviewing and reviewing legal materials in the form of primary legal materials, secondary legal materials and tertiary legal materials.

RESULTS AND DISCUSSION

1. Legal Protection of Intellectual Property Rights in Geographical Indication in Indonesia

The existence of Geographical Indications has been recognized as part of IPR since it was signed signed the TRIPs approval in 1994. Before TRIPs, geographical indications were known in several conventions or treaties, although it does not specifically mention the term indication geographical area, for example in The Paris Convention for the Protection of Industrial Property (here in after the Paris Convention), Madrid Agreement Concerning the Reputation of False Indication of Origin (hereinafter referred to as Madrid Agreement) in 1891, and has been revised in 1979, as well as in the Lisbon Agreement for the Protection of Appellations of Origin and Their international Registration (hereinafter referred to as the Lisbon Agreement) in 1958, which has been underwent revision in 1979.⁹

Arrangements regarding Geographical Indications as a consequence of the signing of the Organization Agreement on Trade Related Aspects of Intellectual Property Rights, Including Trade in Counterfeit Goods (TRIPs).¹⁰ Basically, TRIPs refer to standard conventions in the field of IPR. For new things, such as geographical indications, we still refer to the text of the Lisbon treaty.¹¹

⁹ Djulaeka, *Concept of Protection of Intellectual Property Rights*, Setara Press, Malang, 2014, (50).

¹⁰ Rachmadi Usman, *Intellectual Property Rights Law, Protection and Its Legal Dimension in Indonesia*, PT Alumni, Bandung, 2003, (356).

¹¹ Retta Sitorus, *Legal Studies on Author Rights to Created Songs that have been Agreed to the Parties Recording Company*, Tesis, Magister Kenotariatan Universitas Sumatera Utara, Medan, 2015, hlm. 24.

Provisions regarding geographical indications are regulated in four chapters (Articles 53 to 71). Regulations regarding geographical indications in Law number 20 of 2016 are regulated more detail than the previous law. These settings are set out in a separate chapter. This arrangement has a positive impact on the protection of geographical indications, where improve services and more adequate legal protection for geographical indications. In addition, the legal basis for the protection of Geographical. Indications also refers to: Government Regulation Number 51 of 2007 concerning Geographical Indications and Law Number 39 of 2014 concerning plantations.

The protection of geographical indications cannot be separated from the joint efforts of the parties involved local stakeholders to be involved in the initial process (during the inventory of potential goods/products region) to the importance of carrying out a registration which basically requires the existence of mutual agreement between the parties. This agreement is a reflection of the results of work together to seek an advantage among fellow producers in producing products/goods that are in accordance with the characteristics of the area where the producer lives.¹²

The object of geographical indication is based on common property, so that the existence of groups/interested parties in the area has a major role in protecting the potential of local products produced by an area or region. The influence of geographical environmental factors as a substantial element to influence goods/products from certain regions/regions, has had an influence on the concept of ownership of geographical indications as part of the IPR regime. As part of IPR, of course the general principles of property law also apply to other IPR regimes, but the unique characteristics of geographical indications with communal ownership have given a different nuance in the proper application of IPR principles. The concept of communal ownership basically stems from the existence of community units that feel a sense of togetherness in owning something, with the same interests.¹³

The characteristics of common property on the object of protection of geographical indications provide indication that ownership of geographical indications is an integral part of recognizing the existence of the existence of rights for interested parties or interested parties in their area. In general explanation of PP No. 51 of 2007, that interested parties can be interpreted as parties applicant and community groups in the area where certain goods are produced competent to maintain, maintain, and interpret geographical indications and has registering goods that have the potential to be protected by geographical indications.¹⁴

Exclusive rights of geographical indications are granted by the state to rights holders who registered in the general register of geographical indications as long as the distinctive characteristics and qualities the basis for providing protection for the geographical indications still exists. Ownership characteristics Geographical indication is something unique so that normatively ownership of the indication Geographically, there is an exclusively communal nature. The term exclusive in this case has limited meaning, because only certain people/parties who are in the area of origin of the goods based on geographical indications are entitled to economic enjoyment, and has the right to file a

¹² Djulaeka, *Ibid.*, (83).

¹³ *Ibid.*, hlm. (73).

¹⁴ Ibid., hlm. (75).

lawsuit against abuse by unauthorized parties, as regulated in the provisions of Article 26 paragraph (2) of PP Number 51 of 2007.¹⁵

Protection of property, especially geographical indications refers to a collective nature or group, not on the private-personal nature. Although it is actually more correct to call it communal nature, because basically the existence of geographical factors (natural and human elements) is the dominant element.¹⁶ Provision of adequate protection of geographical indications, through clearer regulation, will provide justice, as well as legal certainty, so that the benefits can be felt by the community and go hand in hand to form the appropriate rules with ownership characteristics of communal geographical indications.¹⁷

Consumer needs for protection of goods or products that provide guarantees the authenticity of the goods/products produced by a particular country or region. So that protection of geographical indications is something relevant to answer these challenges, because the existence of the provision of geographical indication protection is strongly influenced by the relationship geographical factors that show a relationship between geographical/nature elements and humans to build a reputation that can produce the unique characteristics of an item that produced by a certain area/region.¹⁸

2. Government Efforts to Improve Protection of Geographical Indications Against Potential

Geographical Indication Product in Indonesia.

Local governments in Indonesia must also support the implementation of indication protection geography in the area. Local governments must be proactive in making an inventory of all potential products geographical indication of the area. After that, you must actively try to register potential products geographical indication of the area. Local governments also need to issue Regional Regulations (Perda) after the product has been registered and officially protected as a potential geographical indication geographical indication products. The regulation is a statement that the product has been protected with geographic indication protection. At least the local government issued a regulation which supports the protection of potential geographic indication products.

Potential regional goods or products that have unique characteristics to protect the indication Geographical wealth is a wealth that has added value or economic benefits which can increase the welfare and benefits of the local community. Robert M. Sheerwood, in the journal law and technologist, said the overall purpose of building an effective IPR protection system.¹⁹ Property rights attached to the term IPR cannot regardless of the economic value of a property as part of material rights. The economic rights in the form of profits in the amount of money obtained due to own use of IPR, or because use of IPR by other parties

¹⁵ Ibid., hlm. (113).

¹⁶ Ibid., hlm. (44).

¹⁷ Purnadi Purbacaraka dan A. Ridwan Halim, Property Rights-Justice and Prosperity, Overview of

under license. The fact that there is economic value shows that HKI is one of the objects of trade.²⁰

In the province of Bali, the provincial government is very concerned with potential indication. Products geographically, namely Kintamani Bali Coffee. At that time the provincial government of Bali, especially the Office of Bali Plantation, trying to get Kintamani Coffee registered as a product of geographical indication. The Provincial Government of Bali with the Community for the Protection of Geographical Indications (MPIG) Kopi Kintamani Bali held a seminar aimed at introducing Kintamani Bali Coffee and The importance of Kintamani Bali Coffee is given the protection of geographical indications. The seminar was held in Bali in December 2006, with resource persons from iNAO and the Director General of Intellectual Property Rights at the Ministry of Law and Human Rights of the Republic of Indonesia and in 2008 finally Kintamani Coffee got a certificate Geographical indication.²¹

This seminar is one of the government's efforts to register indications geography of Bali Kintamani Coffee. From here it can also be seen that there is good cooperation between the government area with the community. The government, in this case the Bali Provincial Government, seems to care about potential product of geographical indication potential in the area. And the community who play a big role so that Kintamani Bali Coffee is given a certificate of protection of geographical indications, namely the Community Geographical Indication Protection (MPIG) consisting of Kintamani Bali Coffee farmers.

Indonesia needs to make its own law regarding the protection of geographical indications. Because so far the regulations regarding geographical indications in Indonesia have merged with the Trademark Law which ultimately resulted in a conflict between the Articles. This is due to the indication principle Geographical and Brand are indeed different. Thus causing ambiguity in the rules. The Geographical Indications Registry can inspire the formation of institutions similar in Indonesia. Indonesia can form a special team, namely the Directorate of Geographical Indications from Director General of Intellectual Property Rights, Ministry of Law and Human Rights of the Republic of Indonesia. People sitting inside The Directorate of Geographical Indications is in charge of making an inventory of potential geographic indication products that exist in all regions in Indonesia, determine whether a product is a potential product 'geographical indication or not. Then register and provide protection as well monitor the development of the implementation of the use of geographical products.

¹⁹ Robert M. Sheerwood, "The TRIPs Agreement: Implication for Developing Countries", (1997), Vol. 37, The

Jurnal Law and Technology.

²⁰ Tatty Aryani Ramli, dkk., "The Urgency of Registration of Geographical Indications of Cilembu Sweet

Potatoes to Increase HDI”, (2010), Vol. 26, Jurnal Sosial dan Pembangunan Mimbar.

²¹ Seminar on the Protection of Geographical Indications-A Case Study of Kintamanai Bali Arabica Coffee, <http://www.disbunbali.go.id>, quoted on November 23, 2021, at 10.01 WIB.

The current provisions regarding geographical indications need to be separated from the Trademark Law, due to differences between the Marks and geographic indications, as described above. Merger one of the provisions for geographical indications in the Trademark Law is due to unpreparedness The Government of Indonesia to deal with the implementation of the WTO Agreement. After Indonesia ratifies Agreement on the Establishment of the World Trade Organization (Agreement the Establishing World Trade Organization) through Law Number 7 of 1994, there is a juridical impact that borne by Indonesia, namely Indonesia is bound and obliged to harmonize its laws associated with this agreement. One of the laws that are affected is the law that related to intellectual property rights.²²

The Indonesian government should make a separation between the provisions of geographical indications with the provisions of the Mark. The Indonesian government needs to make a separate law regarding geographical indication. This is necessary because Indonesia has a lot of potential products geographical indications requiring protection. For this reason, it is necessary to clear invitation regarding the protection of geographical indications which is the legal umbrella. Apart from the need to make a separate law regarding geographical indications, after that, it must also regulate a special team in charge of the protection of geographical indications, namely the Directorate of Geographical Indications of the Director General of Intellectual Property Rights, Ministry of Law and Human Rights of the Republic of Indonesia. The people who sit in the Directorate of Geographical Indications are in charge of making an inventory potential geographical indication products that exist in all regions in Indonesia, determine whether a product is a geographical indication potential product or not. Then register and provide protection and monitor implementation progress use of geographic products. Because so far there is only the Directorate of Brands within the Directorate General of Intellectual Property Rights at the Ministry of Law and Human Rights of the Republic of Indonesia. Because until now there has been no attempt towards the making of a separate law regarding geographical indications. Then, it must be provided experts in controlling quality IG Products.

The shortage of experts must be the main concern of the Central Government so that Law Number 20 of 2016 can be implemented properly. It was also stated by Abd Talib:²³

“It should be noted however, that the General Policy towards the skill problem of Indonesian national manpower is, that efforts should be made to enhance knowledge, improve skill, augment the ability to organise and manage. In pursuance of this General Policy we may emphasize that within the framework of mineral oil and gas mining, the above mentioned efforts should also be made by the Government, i.e., the State Oil Enterprise.”

“Namun perlu dicatat, bahwa Kebijakan Umum terhadap masalah keterampilan tenaga kerja nasional Indonesia perlu dilakukan upaya untuk meningkatkan pengetahuan, meningkatkan keterampilan, meningkatkan kemampuan berorganisasi dan mengelola. Berdasarkan Kebijakan Umum ini dapat kami tekankan bahwa dalam rangka pertambangan minyak dan gas bumi mineral, upaya

tersebut di atas juga harus dilakukan oleh Pemerintah, yaitu Perusahaan Minyak Negara.”

In the new Trademark Bill, namely the Bill on Amendments to Law Number 15 of 2001 concerning Marks, which have been included in the Draft List Law on National Legislation Program for Fiscal Year 2010-2014 Number 233, no efforts to improve the rules regarding geographical indications. At the same consideration, no mention of geographical indications, the number of articles concerning geographical indications is still the same the same, except that in the new Trademark Bill the article regarding geographical indications is placed in Articles 57-61 while in the old Mark Law Articles 56-60, the substance of Article by Article concerning indications geography remains the same. This shows that the Indonesian government is not serious and still half-hearted in protecting geographical indications. And there is no good faith from the Indonesian government to change the unclear rules, into better ones so that it can provide optimal protection for geographical indication products in Indonesia.

As Indonesia is a vast country, an archipelagic country, a country that has many potential products of geographical indications in each region, the government in each region must play an active role in protecting potential products of geographical indications in their area. Therefore need to be regulated in a separate geographical indication law, the local government is obliged to throughout Indonesia to actively take an inventory of potential products of geographical indications in their regions, then seeks to register for the protection of its geographical indications.

CONCLUSION

The protection of geographical indications cannot be separated from the joint efforts of the parties involved local stakeholders to be involved in the initial process (during the inventory of potential goods/products region) to the importance of carrying out a registration which basically requires the existence of mutual agreement between the parties. This agreement is a reflection of the results of work together to seek an advantage among fellow producers in producing products/goods that are in accordance with the characteristics of the area where the producer lives.

Legal efforts that can be taken by the government to encourage the growth of protection of geographical indications for potential geographic indication products in Indonesia is the government establishes laws on geographical indications separately or independently, because all this time they are still affiliated with the Trademark Law, even though the geographical indication with the Mark different. These differences lead to contradictions in the articles, then it is necessary A special team was formed from the Director General of Intellectual Property Rights, Ministry of Law and Human Rights of the Republic of Indonesia, namely: Directorate of Geographical Indications, because so far there is only the Directorate of Marks, so that currently in charge of geographical indications is the Directorate of Marks, this Directorate of geographical indications tasked with making an inventory of potential products for geographical indications in all regions of Indonesia, so that there is no need to just wait for the registrant to register the product with potential geographic indications, Likewise, local governments also need to be active in making an inventory of potential products geographical indications in their area, then form regional regulations regarding indication products geography in the area/

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