



Management Guidelines of Intellectual Property upon Geographical Indication for the “Sumbawa Honey” Small Medium Enterprises on Sumbawa Island, West Nusa Tenggara, Indonesia as a Powerhouse of Innovation and Economic Growth

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Received: June 3, 2024

Revised: September 22, 2024

Accepted: September 30, 2024

ABSTRACT

The business and economic sectors depend on the intellectual property rights sector, an important sector of every modern economy. If not protecting intellectual property rights, it is prone to plagiarism or misuse of brands/property. If this gets ignored, it can make it difficult for SMEs to innovate and play a role in economic activities in a country. The study methodology was documentary research, in-depth interview to find observable variables, identify the components by using Exploratory Factor Analysis for classifying components and do semi structured interview to define the management guidelines of intellectual property upon geographical indication for the “Sumbawa Honey” SMEs. Data was gathered from 500 individuals in the population being studied. The results of this study showed that there were 3 components namely Management of Sustainability Development means to do planning, implementing, and managing businesses that support sustainable economic growth and environmental protection to preserve natural honey availability and meet consumer needs, Management of Innovation means identifying, developing, and implementing ideas to ensure business sustainability, enhance competitiveness, and meet consumer needs while considering the quality of the honey produced and Management of Geographical Indication to do Geographical indication management involves coordinating and protecting the unique characteristics of honey originating from a specific geographical region to safeguard local heritage and build consumer confidence that the produced honey meets quality standards set by the geographical indication issuer, in this case, issued by the Directorate General of Intellectual

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Property., presented as a concept “Triple M Strategies” for Sumbawa Honey SMEs and were applied as management guidelines of intellectual property upon geographical indication for the “Sumbawa Honey” SMEs.

Keywords: Management Guidelines, Geographical Indication, SMEs

Background and Significance of the Research Problem

The largest nation in Southeast Asia, Indonesia, has experienced comparatively steady economic growth. Despite the global economic slowdown in much of Asia in 2022, Indonesia has demonstrated stable growth. According to the Asian Development Bank, among the eleven Southeast Asian countries, only Brunei Darussalam experienced economic contraction, and Singapore witnessed a slowdown in its growth. The economic upturn in the region is attributed to robust domestic demand (Asian Development Bank, 2023). The projected economic growth of Indonesia is estimated to reach 4.8 percent in 2024, supported by increased consumption, investments, private services, and the recovery of the tourism sector (ADB, 2023).

Sumbawa is one of the regencies in the province of West Nusa Tenggara, Indonesia. This city is famous for its marine tourism destinations and its natural product in the form of forest honey. To limit the scope of the research, Researcher chose Sumbawa honey SMEs. Sumbawa honey is something that is characteristic of Sumbawa and has known nationally. The resource persons of this research are Sumbawa honey SMEs who can provide a specific description of the situation and conditions to answer research questions. Data collection methods are interviews, observation, and documentation. The researcher realize that SMEs have an essential role in advancing economic activities such as creating decent jobs. If the economy slows down, people's standard of living will also decline.

Intellectual Property plays a role in providing legal protection for the ownership of intellectual works, whether communal or personal, which serve as the basis for the development of the creative economy. Therefore, the protection of intellectual property becomes an important part of future national development and contributes significantly to the development of both national and international economies. As a developing country, Indonesia must be able to take appropriate steps to anticipate all changes and developments, as well as global trends, so that national goals can be achieved. (Directorate General of Intellectual Property, 2020). One important step being taken is to promote and protect intellectual property. Among the many types of intellectual property is geographical indication.

A Geographical Indication is a sign that indicates the origin of a good and/or product from a specific region, where the geographical environment factors, including natural factors, human factors, or a combination of both, confer a certain reputation, quality, and characteristic to the goods and/or products produced. (Directorate General of Intellectual Property, 2020). The aim is to protect producers and consumers from counterfeiting related to products that are only produced in certain regions, preserve the distinctive characteristics of an area, and enhance the economy of communities within specific geographical regions. With the growing economic development in Indonesia, efforts are needed to protect these products from counterfeiting attempts.

Furthermore, Indonesia's natural potential is a unique blessing for economic growth. It is regrettable if the diverse natural resources from each region of Indonesia do not receive legal protection. The abundant natural resources, if managed properly, can benefit regions as a distinctive characteristic and can be used as trading assets, ultimately expected to boost the local economy where the products originate (Apriansyah, 2018).

As mentioned above, both central and local governments are expected to be responsive in recognizing the potentials in each region to be developed into high-quality regional products known domestically and internationally, by registering them as Geographical Indication products. The rights to Geographical Indication are exclusive rights granted by the state to registered Geographical indication rights holders, as long as the reputation, quality, and characteristics that form the basis for the protection of the Geographical Indication still exist (Apriansyah, 2018).

Meanwhile Indonesian people's awareness of the importance of registering Intellectual Property Rights upon is still low. (Siagian et al., 2021). This indicates that the lack of understanding, and awareness of intellectual property rights is still the biggest problem, which makes people skeptical and reluctant to register intellectual property rights, on the other hand intellectual property rights need to be implemented to maintain business continuity.

Honey is widely recognized by the public as a beneficial product that is good for the immune system, making it highly sought after. The increasing consumption patterns among people have also led to a rise in honey consumption, supported by Indonesia's large population, making it a promising market. Sumbawa honey is one of the most popular types of honey in Indonesia. Sumbawa honey is usually taken naturally from the forest, not from beekeeping, this type of honey usually comes from the *Boan* tree, which is only found in the forests of Sumbawa, West Nusa Tenggara. (Batulanteh Forest Management Unit, 2022).

The Geographical Indication for Sumbawa Forest Honey was registered on December 15, 2011. According to data from the Sumbawa Forest Honey Network (an organization of Sumbawa forest honey producers), the price of Sumbawa forest honey has consistently increased since the 1990s. From 1990 to 2012-2013, prices rose by 5.8 to 6.25 times. However, after obtaining the geographical indication certificate, the price of Sumbawa honey increased even further, by 1.4 to 1.5 times compared to its price before receiving the geographical indication. (Trade Cooperation Facility, 2016).

Research Objectives

The objectives of this research are:

1. To Analyze the Managerial Environment of “Sumbawa Honey” SMEs, Sumbawa Island, West Nusa Tenggara, Indonesia
2. To Find out the Observed Variables of Intellectual Property upon Geographical Indication for the “Sumbawa Honey” Small Medium Enterprises as a Powerhouse of Innovation and Economic Growth
3. To Define Name and Identify each Component of Intellectual Property upon Geographical Indication for the “Sumbawa Honey” Small Medium Enterprises as a Powerhouse of Innovation and Economic Growth
4. To Create Management Guidelines of Intellectual Property upon Geographical Indication for the “Sumbawa Honey” Small Medium Enterprises as a Powerhouse of Innovation and Economic Growth

Research on geographical indications for Sumbawa honey addresses knowledge gaps by providing a deeper understanding of the importance of protecting local products by registering them with the Directorate General of Intellectual Property under the geographical indication category as a unique feature and heritage of the Sumbawa region. This helps increase the added value and competitiveness of Sumbawa honey in international markets. The research tackles specific challenges, such as the ease of applying intellectual property rights, especially geographical indications for SMEs. However, only a few SMEs have registered, and there is a lack of adequate tools available for business operators.

Literature Reviews

Geographical indications are protected under trademark law as a means of identifying a product's place of origin when the goods produced there possess qualities and characteristics

because of geographical environmental factors, including natural factors, human factors, or a combination of these two. (Sumbawa Honey Forest Network, 2014). The name “Sumbawa honey” is used by numerous honey producers and business owners to promote their products in various locations. Even though there is still some controversy over the honey's true origin, Sumbawa honey's reputation is regularly damaged by poor honey quality. (Sumbawa Honey Forest Network, 2014).

SMEs on Sumbawa Island, have several potential products and some are even known nationally such as “Sumbawa Honey”, to support the development of “Sumbawa honey” SMEs on Sumbawa Island, through the website of the Sumbawa Regency Cooperative, Industry and Trade Office, the local government develops superior products typical of Sumbawa through website, distributing data and information on SMEs products, including Sumbawa honey. It is hoped that with the participation of SMEs owners, it can help improve the marketing of SMEs products in general and can help the government in improving the economy of the Sumbawa district. In addition, there are applications that are intended for the community and help SMEs to support the Sumbawa Smart City program, including helping people who want to get Sumbawa SMEs products directly from producers at guaranteed prices and quality, helping local governments through the Cooperative, Industry and Trade Office in terms of marketing SMEs products and helping the Sumbawa local government in terms of increasing sales of SMEs products and improving the economy of the Sumbawa community. Every SMEs studied are those recommended by local governments through the Cooperative, Industry and Trade Office.

Previous research on geographical indications has been extensive. For instance, the studies by Rahayu, Mulyanto, and Prabowo (2023) discuss the aspects of geographical indication protection to enhance product competitiveness, facilitate access to international markets due to reputation and quality assurance, and serve as recognition and incentives for indigenous communities in creating geographical indication products. They also highlight the high economic value of these products, which requires protection to prevent exploitation by external parties and maintain quality. Apriansyah's (2018) research focuses on the registration of a product as a geographical indication, indicating that it is considered high-quality and has been evaluated by experts, making it deserving of the geographical indication label. Siagian et al. (2021) examine the challenges in implementing geographical indication, from the government perspective, the main issue is the lack of information and outreach to the community about the importance of legal protection. On the community side, the primary obstacle is low legal awareness and understanding of Geographical Indication. Research by Adhi, Sulistianingsih, and Sekar (2019)

explains that geographical indication protection is crucial as it not only provides legal protection for products but also serves as a marketing strategy in both domestic and international trade. This protection adds value to products, which in turn can boost regional economies. Mafiro and Cahyarini (2023) discuss how Lampung coffee farmers utilize the geographical indication for Robusta Lampung by selling it under the Lampung name, which enhances their economic situation. Ganidha and Sukarmi (2020) explore how geographical indication certification can enhance the potential of bio-resources and improve the competitiveness of agricultural products. Geographical indication protection adds economic value to a region by emphasizing the unique characteristics of local products. Agricultural products have significant potential for geographical indication protection. However, low registration rates are often due to the insufficient role of local governments in the registration process. Agustina and Yahya discuss the legal aspects of geographical indication protection, particularly through the issuance of Law No. 20 of 2018 on Marks and Geographical Indications. The core of this legislation aims to protect products with distinctive regional characteristics that are not found elsewhere, providing protection not only for the products but also for consumers.

This research, while similar in regulatory aspects to the aforementioned studies, differs in its focus on the potential of local products, specifically Sumbawa honey. This research will focus on managing intellectual property rights related to the geographical indication for "Sumbawa Honey" small and medium enterprises (SMEs) in Indonesia, particularly on small island called Sumbawa Island in Sumbawa cities. This original honey is produced by Apis Dorsata bees in the Sumbawa Forest area. Some of the benefits of Sumbawa honey include boosting stamina, strengthening the immune system, serving as a source of vitamins and minerals, protecting against bacterial and fungal infections, and relieving coughs and sore throats.

The goal of this research is to create management guidelines for intellectual property related to the geographical indication for "Sumbawa Honey" small and medium enterprises (SMEs) on Sumbawa Island, West Nusa Tenggara, Indonesia. These guidelines are expected to drive innovation and economic growth, meeting customer needs while also boosting economic growth for the SMEs.

Scope of Research

Scope of the content

The Scope of this Research is to Investigate the Intellectual Property upon Geographical Indication for the "Sumbawa Honey" Small Medium Enterprises as a Powerhouse of Innovation

and Economic Growth. The use of intellectual property, especially geographical indications, has a real economic impact and drives economic growth. With geographical indication status, Sumbawa honey is recognized as a unique product that is only produced in Sumbawa, setting it apart from other honey. This status also helps with branding and marketing, strengthening Sumbawa honey's position in both local and international markets. Additionally, geographical indication protection allows businesses to develop derivative products from honey, which further boosts the local economy.

Scope of the Study Area

West Nusa Tenggara Province is divided into 2 islands: Lombok Island and Sumbawa Island. The Scope of the study covers only Sumbawa Island Which is Sumbawa cities.

Scope of the Population

1. Focuses on intellectual property upon Geographical Indication experts on Honey production and who are name list on government in 2022.
2. Focuses on the farmer, and business owner SMEs of “Sumbawa Honey” who registered to the government in 2022.
3. Focuses on the customers of “Sumbawa Honey” who have consumed the product daily in the year 2022.
4. The period of this study is from September 2022 to August 2023.

Research Methodology

This is the main step of conducting research on the management guidelines of intellectual property upon geographical indication for the “Sumbawa Honey” SMEs as a powerhouse of innovation and economic growth.

Step 1: To understand how intellectual property is implemented upon geographical indication for the “Sumbawa Honey” SMEs as a powerhouse of innovation and economic growth, the researcher first conducts a business environment analysis using internal environmental analysis, PESTELG analysis, the five forces model, and SWOT analysis to understand implementation intellectual property upon geographical indication for the “Sumbawa Honey” SMEs on Sumbawa Island, West Nusa Tenggara, Indonesia as a powerhouse of innovation and economic growth Eventually, the steps of the study are as follows:

Step 2: By employing documentary research to gather information from books, documents, journals, and other sources, qualitative research can be used to identify the number of observable variables. After the study's findings were revealed, the data was used to explore

the components of observable variables of implementation intellectual property upon geographical indication for the “Sumbawa Honey” SMEs as Powerhouse of innovation and economic growth.

Step 3: Method for developing intellectual property rules using qualitative analysis. With the results of the SWOT analysis, new names and components were created management guidelines of intellectual property upon geographical indication for the “Sumbawa Honey” small medium enterprises on Sumbawa Island, West Nusa Tenggara, Indonesia as powerhouse of innovation and economic growth.

Step 4: Method for developing intellectual property upon geographical indication component using qualitative analysis. With the results of the SWOT analysis, new names and components were created for the management guidelines of intellectual property upon geographical indication for the “Sumbawa Honey” SMEs on Sumbawa Island, West Nusa Tenggara, Indonesia.

The research tool for this study is a questionnaire survey, and the scope is "Sumbawa Honey" customer on Sumbawa Island, West Nusa Tenggara, Indonesia. (Kotler and Keller, 2017).

The Questionnaire of this research will be divided into 2 parts. Part I: It is about general information of respondents. There are five questions including (1) Age (2) Gender (3) Monthly Income (4) Occupation (5) Education (6) Quantity Purchased Per Time (7) The Frequency of Buying and (8) The Budget of Buying Per Time. Part II: It is about influential factors of intellectual property upon geographical indication for the “Sumbawa Honey” small medium enterprises on Sumbawa Island, West Nusa Tenggara, Indonesia as powerhouse of innovation and economic growth.

The data collection for the questionnaire will be 500 respondents, as determined by the researcher. Google Form is being utilized to conduct an online survey and distribute it to Sumbawa honey consumers. By selecting participants who are 18 years old or above who have experience making in-person or on-line purchases of honey, the researcher was able to identify the respondent for doubt. It began collecting data in August 2023 and continued through October 2023, a duration of two months. The research will be conducted from September 2023 to August 2023. The IOC of this research questionnaire is equal to 1. The researcher consults with experts and advisor for suggestions as follows (1) Mr. Sahabudin is an owner SMEs Honey (2) Mr. Jaka Pratama is an owner SMEs Honey and (3) Asst. Prof. Dr. Ruchirat Patanathabutr is an academic expert in Management. The data are reliable if the Cronbach’s alpha score is more

than 0.6. If the Cronbach’s Alpha was less than 0.6 the items are not reliable. (Creswell, 2018). The alpha Cronbach of this research questionnaire is 0.966.

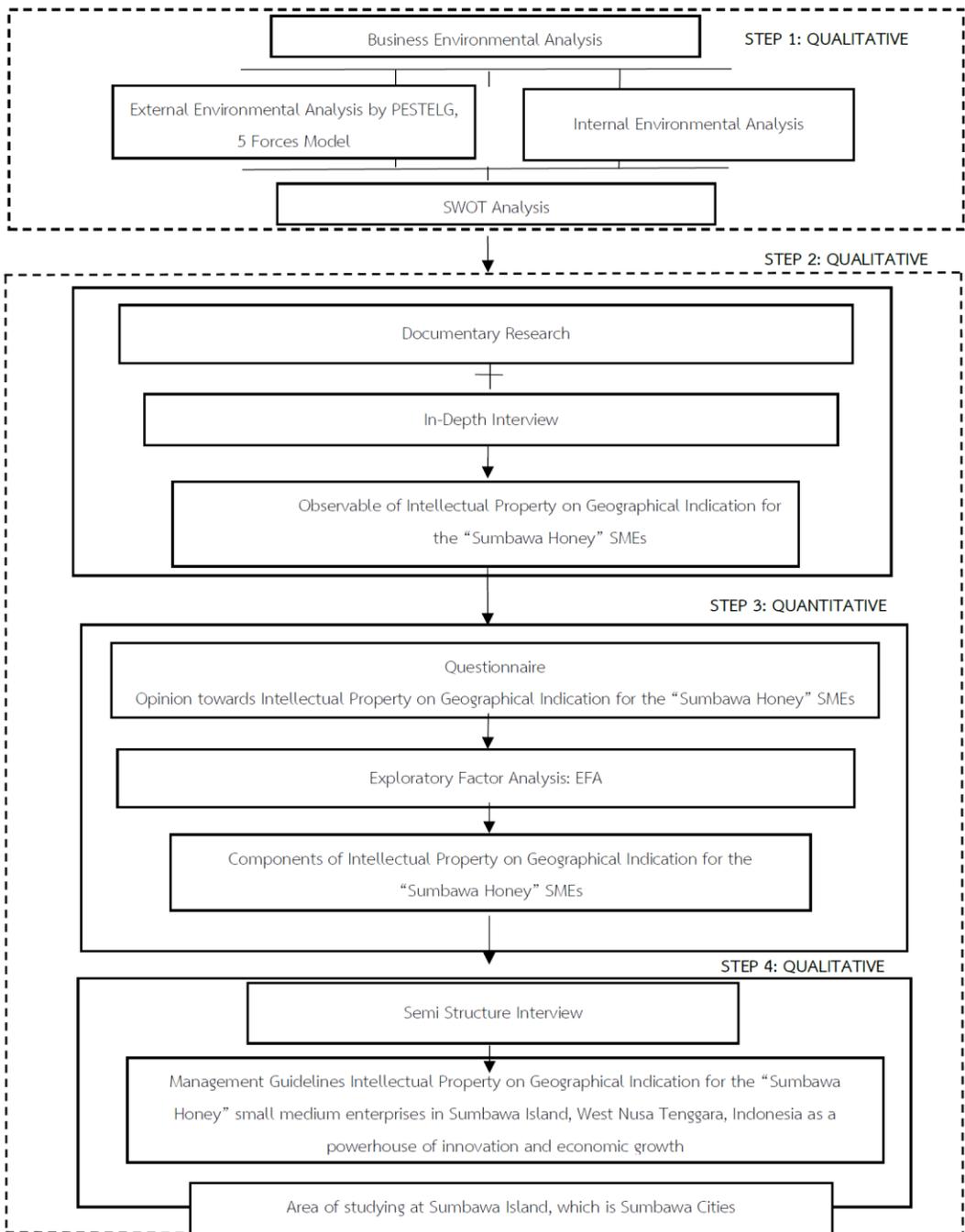


Figure 1. Research Process

Source: Author’s Study

Results

In this study, the researcher conducted a business environment analysis of Sumbawa Honey SMEs using environmental analysis, PESTELG analysis, Porter's Five Forces model, and SWOT. Through this analysis, the researcher aims to provide a comprehensive understanding for SMEs of their position in the market, both internally and externally. The PESTEL analysis covers political, economic, social, technological, environmental, legal and global factors affecting the Sumbawa honey industry, while Porter's Five Forces model helps identify the industry's attractiveness and competitive pressures. The SWOT analysis further evaluates the unique strengths of Sumbawa honey, such as its authentic quality tied to its geographical location, and weaknesses like the lack of knowledge about geographical indications. Additionally, the researcher conducted a survey using questionnaires distributed to 500 Sumbawa honey consumers to gather insights into their perceptions of the product. The results of this survey are expected to serve as guidelines for formulating intellectual property strategies, particularly in implementing geographical indications, which can help SMEs enhance the value and protection of their products in the market.

1. Internal Environmental Analysis

Table 1 Summary of the "Sumbawa Honey" SMEs internal environmental investigation on Sumbawa Island, West Nusa Tenggara, Indonesia

Internal Environment	Strengths	Weaknesses
1. Business Structure		
- The small number of employees makes coordination easier.	✓	
- No need to pay many employees.	✓	
2. Human Resource Management		
- Sumbawa Honey SMEs owners also farmers know information about honey well.	✓	
- Buy honey from farmers who know how to do a sustainable harvest system.	✓	
3. Production Management		
- Honey is harvested using a sustainable harvest system named "Panen Lestari".	✓	
- Expensive technological equipment.		✓
4. Marketing Management		
- Word of mouth marketing is proven to be effective.	✓	
- Promotion through social media has been very effective.	✓	
5. Financial and Accounting Management		
- There is a capital loan if SMEs owners need some expansions on business.	✓	
- Obtaining capital from other business sources can provide reserve funds.	✓	
- Lack of good and efficient record keeping.		✓

2. External Environment Analysis

Table 2 Summary of PESTELG analysis of “Sumbawa Honey SMEs” on Sumbawa Island, West Nusa Tenggara, Indonesia

External Environment	Opportunities	Threats
1. Political		
- Political conditions tend to be stable.	✓	
- The regional government facilitates SMEs to have halal and PIRT certificates.	✓	
- The regional government assists with recommendations for borrowing funds to expand production.	✓	
2. Economics		
- The prices offered vary according to economic capabilities.	✓	
- The prices offered are affordable for consumers.	✓	
- Enabling community empowerment and contributing to economic growth.	✓	
3. Social		
- Belief in the health benefits of honey remains strong among the public.	✓	
- Honey is a distinctive product of Sumbawa, known for its unique and different taste compared to other products.	✓	
- Unique honey composition compared to other regions.	✓	
- Located in an area close to the community and enabling community empowerment	✓	
4. Technological		
- Honey is packaged in attractive packaging that is easy to carry anywhere and in accordance with consumer needs.	✓	
- On the other hand, not all honey SMEs have water filter machines.		✓
5. Ecology		
- In terms of opportunities for honey to be harvested, use sustainable harvesting techniques which aim to preserve forest bees.	✓	
- Land processing around forests using pesticides (posing a threat to bees).		✓
6. Law		
- Sumbawa honey SMEs have been registered so that consumer satisfaction and protection is maintained	✓	
7. Global		
- The reach to global consumers is still limited		✓
- Actively participating in international events to introduce Sumbawa Honey	✓	

3. Task Environment Analysis

Table 3 Summary of Five Forces Model

Five Forces Model	Opportunities	Threats
1. Direct Competitors - Honey SMEs do not consider each other rivals and tend to help each other.	✓	
2. New Entrants - There are several new competitors who do not have sufficient knowledge about Sumbawa honey which can have an impact on the quality and image of Sumbawa honey. - empowering local communities by becoming honey farmers.	✓	✓
3. Substitute Goods or Services - There is no product that can replace the function of honey.	✓	
4. Suppliers - The bargaining power of suppliers is high due to the limited number of farmers and the uneven timing of honey harvesting.		✓
5. Customers - For Sumbawa honey itself there are numerous seasonal SMEs, limiting options for consuming Sumbawa Honey. - Customer has many choices of Honey, beside "Sumbawa Honey"	✓	✓

4. SWOT Analysis of Sumbawa Honey SMEs

Table 4 An analysis of the internal and external environments looks at opportunities, threats, opportunities, and weaknesses.

SWOT Analysis	Results
Strengths	1) Less number of employees makes coordination between departments easier. 2) Honey is a distinctive product of Sumbawa, known for its unique and different taste compared to other products. 3) Unique honey composition compared to other regions. 4) Located in an area close to the community, enabling community empowerment and contributing to economic growth.
Weaknesses	1) New players who are just starting out and don't really understand Sumbawa honey can damage the image. 2) There are several SMEs that do not implement geographical indication standards. 3) Expensive technological equipment 4) Lack of good and efficient record keeping

Table 4 (Continue)

SWOT Analysis	Results
Opportunities	1) Stable and support from the regional government. 2) High consumer purchasing power. 3) The proper use of social media as a means of promoting dissemination. 4) The public's trust in honey as a herbal remedy to enhance body metabolism and improve health.
Threats	1) Land processing around forests using pesticides (posing a threat to bees). 2) Ongoing vulnerability to forest area destruction. 3) Extreme weather changes disrupt the existence of bees.

5. The Information of Components Intellectual Property upon Geographical Indication for the “Sumbawa Honey” Small Medium Enterprises on Sumbawa Island, West Nusa Tenggara Indonesia as a Powerhouse of Innovation and Economic Growth

As a part of the questionnaire survey, researcher asked 15 SMEs owners and 4 farmers who expertise in "Sumbawa Honey" small medium enterprises on Sumbawa Island, West Nusa Tenggara, Indonesia, have been asked for their perspectives on the importance of each component.

The 35 components analysis results are shown by symbols. The definitions of each symbol that the researcher used to represent the component analysis findings are as follows: P301 represents Honey Harvesting Sustainability, P302 represents Honey Packaging, P303 represents Advertising of Honey, P304 represents Processing Innovation, P305 represents Honey Consumer Trust, P306 represents Quality Management, P307 represents Production Process, P308 represents Halal Information, P309 represents Honey Storage, P310 represents Good Reputations, P311 represents Forest Bee Harvesting, P312 represents Forest Benefits, P313 represents Hygiene Filtering, P314 represents Target Market of Honey, P315 represents Honey Consumer Satisfaction, P316 represents Management Technology, P317 represents Product Innovation, P318 represents Good Hygiene Practices, P319 represents Sumbawa Honey and Its Potential for Origin Distinction, P320 represents Value Add Honey, P321 represents Honey Post-Harvest Handling, P322 represents Honey Product Design, P323 represents Supply Chain Honey, P324 represents Honey Hunting Harvesting Practice, P325 represents Customary Law and Conservation, P326 represents Honey Brand Building Strategy, P327 represents Honey Registration Brand, P328 represents License of Honey, P329 represents Customer Protection, P330 represents Sterilizing of Honey, P331 represents Geographical Indication Benefits, P332

represents Business Partnership, P333 represents Description of the Product, P334 represents Copyright Protection, P335 represents Service Innovation.

Results from the questionnaire respondents' general information include gender, age, education level, monthly income, occupation, quantity purchased per time, the frequency of buying and the budget of buying per time. The respondent gender indicates that 38.6% of the respondents are female and 41.4% are male. Most respondents by ages indicates that 63.6% are between the ages of 30 and less than 40, 8.6% of respondents who were between the age of 40 and less than 50, while 6.4% respondents between the ages 50 and less than 60 and 0.4% respondents who were beyond the age of 60. Most respondents by education 63.2% have a bachelor's degree. Most of the respondent's monthly income 35.8% have monthly income less than IDR 2.200.000 and 26.8% have monthly income of IDR 3.000.000 or less than IDR 5.000.000. Most respondents were 20.8% working for a private company, 20.6% being a government officer, and 19.4% working for an enterprise. Most of the respondent's quantity purchased per time 16.6% purchases 100ml, 19% purchases 250ml and the most frequently purchased size was 500ml with number of respondents was 23% Most respondents from the frequency of buying 23.2% made purchases on a monthly and 41.2% bought it more than a month. Most respondents from the budget of buying per time 48% had a purchases budget IDR 50.000 less than IDR 150.000 and 27.8% had a purchasing budget IDR 150.000 less than 200.000.

6. Define Names and Identify Each Component of Intellectual Property upon Geographical Indication for the "Sumbawa Honey" small medium enterprises on Sumbawa Island, West Nusa Tenggara Indonesia as powerhouse of innovation and economic growth

The researcher uses a rotated component matrix to identify and define intellectual property components for "Sumbawa Honey" small medium enterprises in Indonesia's West Nusa Tenggara. Component 1 is named "Management of Sustainability Development". Component 2 is named "Management of Innovation". Component 3 is named "Management of Geographical Indication".

7. Management Guidelines of Intellectual Property upon Geographical Indication for the "Sumbawa Honey" Small Medium Enterprises on Sumbawa Island, West Nusa Tenggara Indonesia as Powerhouse of Innovation and Economic Growth

This management guidelines of intellectual property upon geographical indication development approach are from the analysis of components by using the results from the research of components and the result of SWOT analysis. It is used to recommend the

management guidelines of intellectual property upon geographical indication for the “Sumbawa Honey” small medium enterprises on Sumbawa Island, West Nusa Tenggara Indonesia. The researcher had 5 expert recommendations about 3 components of intellectual property upon geographical indication (Creswell, 2007). The concept as “Triple M Strategies” Sumbawa Honey SMEs will respond to use the management guidelines of intellectual property upon geographical indication in developing small medium enterprises for the “Sumbawa Honey”.

Discussion

The discussion of this study consists of 3 components as follows:

1. Management Guidelines of Intellectual Property upon Geographical Indication

1: Management of Sustainability Development

These guidelines encourage SMEs to adopt honey harvesting practices that do not harm forests, preserving the natural habitat of *Apis dorsata* bees. Research by Wijayanti et al. (2022) shows that these bees cannot be cultivated and must live in their natural habitat. Therefore, government and community involvement is crucial to preserving the forest as their habitat. By adopting sustainable practices, SMEs not only protect the environment but also support the survival of these bee species. This approach aligns with sustainable development theories, emphasizing environmental protection while enhancing economic well-being, and can improve the reputation of Sumbawa honey among consumers. However, the high cost of supporting tools, such as honey moisture meters, poses a challenge for SMEs. Thus, government support in the form of financial grants is essential.

2. Management Guidelines of Intellectual Property upon Geographical Indication

2: Management of Innovation

The guidelines also encourage SMEs to innovate honey products, such as developing derivatives into soap and jelly. Research by Pamungkas et al. (2023) and Halim et al. (2013) indicates that these derivative products have high economic value and can expand the target market. This innovation aligns with innovation economics, which emphasizes creating added value and increasing market competitiveness. However, the challenge is the availability of tools needed to create these derivative products. Therefore, it is crucial for SMEs to maximize the use of honey so that no part is wasted and everything is processed into valuable products.

3. Management Guidelines of Intellectual Property upon Geographical Indication

3: Management of Geographical Indication

The Sumbawa Forest Honey Network recommends implementing geographical indication standards in honey production. Research by Eno and Yusa (2019) shows that geographical indication labels can enhance the economic value of products by clarifying their quality and characteristics. This adds unique value to Sumbawa honey, strengthening its identity as a unique local product. Implementing geographical indications supports local economic development by increasing selling prices and consumer appeal. However, challenges in obtaining certification include accessing necessary tools and maintaining consistency in applying the required standards.

Suggestions

Local government for policy recommendations:

The government needs to support the registration process of intellectual property, particularly geographical indications, and improve infrastructure and service facilities. Geographical indications, as regional heritage, have economic value that can be increased through registration, providing economic benefits to the products. Local governments also play a role in socialization, strengthening institutions, drafting regulations, providing financial assistance, and overseeing geographical indication products, which are essential for local economic development. Additionally, legal protection of geographical indications supports environmental sustainability and the development of natural and human resources in the region. (Ganindha & Sukarmi, 2020; Adhi et al., 2019; Ayuningtyas & Gultom, 2023).

Suggestions for SMEs

SMEs producing Sumbawa honey can adopt the "Triple M Strategy" to enhance business success, focusing on Intellectual Property Management, Consistent Promotion, and Product Quality Maintenance. (Ramadhan, 2022).

Suggestions for Consumers

Consumers are essential in supporting Sumbawa honey by recognizing its health benefits and contributing to local product preservation. Protecting forests crucial for honey production is vital for its future. (Yessiningrum, 2015).

Suggestions for Future Research:

Further research is needed to explore the application of geographical indications to potential regional products. In-depth studies can offer insights into the factors influencing geographical indication implementation, the benefits gained, and any significant changes, such as economic improvements and challenges faced.

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