

Assistance in the Legalization of Gawah Daya Coffee UMKM Products, Kayangan District, North Lombok Regency

Ni Kadek Wahyuni Merta Sari¹, Noni Antika Khairunnisah², Ahmad Gaustus Anam³,
Muhammad Mahfuz⁴, Andi Pranata⁵
Akademi Bisnis Lombok (AKBIL)
Email: noniantika@bisnislombok.ac.id

Abstract

Assistance with the legalization of MSME products such as Gawah Daya Coffee is a crucial step in ensuring business continuity and legal compliance. Through a structured approach, MSMEs can meet legal requirements, increase market access and strengthen their business position. The results of the assistance show a significant increase in legal compliance, strengthening the capacity of MSME owners, and access to wider markets. With guaranteed legality, Gawah Daya Coffee MSMEs can gain long-term benefits in the form of sustainable business growth and improved image in the eyes of consumers. Assistance with the legalization of MSME products has had a significant positive impact on the growth and sustainability of MSME businesses in the coffee sector.

Keywords: Assistance, Legalization, MSMEs

INTRODUCTION

Law of the Republic of Indonesia Number 20 of 2008 concerning micro, small and medium businesses and large businesses that carry out economic activities in Indonesia and are domiciled in Indonesia (UU) [1]. Where each micro business, small business and medium business is an established productive business, owned by an individual and/or individual business entity that has the criteria as regulated in law.

The large number of business actors implementing this digital marketing ecosystem makes this something familiar to people from various economic strata, both those living in urban and rural areas. Many business people, even though they are connected to digital marketing, do not get maximum profits [2].

Assistance for MSME Product Legalization includes an explanation of the product legalization process that must be followed by Micro, Small and Medium Enterprises (MSMEs) to ensure their products meet applicable legal and regulatory requirements. This assistance aims to help MSMEs understand and carry out legalization procedures correctly, so that

their products can be marketed legally and safely for consumers.

This assistance generally involves steps such as product registration, quality standards, product labels, marketing permits, licensing, halal certification, IPR (if applicable), and other relevant legal aspects. In this assistance, MSMEs are also guided to understand the importance of compliance with applicable regulations to protect their business from potential legal problems in the future.

In an effort to protect Intellectual Property, it is necessary to register Intellectual Property in order to have legal protection for Intellectual Property that has been created through the results of intellectual creativity (Yanto, 2015). If MSMEs want to obtain Intellectual Property, they must register. Several branches of Intellectual Property that require registration in order to obtain clear legal protection and certainty, namely Trademarks, Patents, Designs, Industries, Integrated Circuit Layout Designs, Trade Secrets, and Plant Variety Protection. This principle underlies intellectual property law throughout the

world and results in the inability of unregistered intellectual property owners to sue anyone suspected of using their intellectual property illegally.[3].

By providing assistance with the legalization of MSME products, it is hoped that MSMEs can increase their competitiveness, expand the market, and provide quality assurance to consumers. This assistance can also help MSMEs understand the importance of legal aspects in running their business sustainably and avoid risks that could harm their business.

The aim of assisting with the legalization of MSME products is to help MSME players understand and comply with applicable legal regulations regarding the production, marketing and distribution of their products. This aims to increase legal compliance, protect MSMEs from the risk of violations, and open access to a wider market with legally valid products.

The benefits of assistance with the legalization of MSME products include Legal Compliance: Ensuring that MSME products meet applicable legal requirements.

- a. Legal Protection: Protects MSMEs from sanctions or legal consequences due to regulatory violations
- b. Wider Market Access: Enables MSMEs to enter a larger market that requires legally valid products
- c. Increased Consumer Confidence: Product legality can increase consumer confidence in MSME products
- d. Sustainable Business Development: With product legalization, MSMEs can develop their business in a more structured and sustainable manner.

Assistance with the legalization of MSME products such as Gawah Daya Coffee involves assistance and guidance in the legality process of the business, for example registration, licensing and legal requirements related to the production and marketing of the coffee. The aim is to ensure that MSME

products comply with applicable legal standards so they can be sold legally on the market.

By carrying out Community Service activities[4]This is expected to achieve several outcomes as follows:

1. It is hoped that socialization and training related to accounting knowledge and practices, simple bookkeeping and preparation of financial reports will be useful and help strengthen the role of MSME players so as to improve their financial performance.
2. Improved financial performance will make it easier for MSME players to access funds for business expansion
3. The business expansion of MSME players will have a positive impact on improving the welfare of the surrounding community because they can recruit more people to get involved in their business.

IMPLEMENTATION METHOD

The method for implementing assistance for the legalization of MSME products such as Gawah Daya Coffee can include the following steps:

- a. **Preliminary Analysis:** Evaluate the legal status of the product and identify legal requirements that must be met.
- b. **Requirements Mapping:** Determine the permits, certifications and legal documents required for the coffee product
- c. **Document Submission:** Assistance in filling out forms, document preparation, and the application process to relevant agencies.
- d. **Legal Consultation:** Provide legal guidance regarding the product legalization process and answer questions related to legal aspects that may arise.
- e. **Follow-Up:** Ensure completeness of documents and follow the approval process periodically.

- f. **Training:** Provide training related to legal aspects and business regulations to MSME owners for better understanding
- g. **Monitoring:** Provide support after the legalization process is complete to ensure long-term compliance with applicable regulations.

The implementation time for legalization assistance for MSME products such as Gawah Daya Coffee can vary depending on the complexity of the product, the legalization process required, and the speed of response from the relevant agencies. In general, the time for implementing this assistance can range from several weeks to several months, depending on various factors such as MSME compliance in meeting legal requirements, completeness of required documents, and efficiency in the government administration process concerned. Implementation of assistance for the legalization of MSME products Gawah Daya Coffee will be held on June 8 2024 in Kayangan sub-district, North Lombok.

Business legality is proof of compliance with the law, to obtain legal protection, a means of promotion, make it easier to get projects, and make business development easier. Having business legality will make it easier to access administrative matters. By having this IPR, MSME data has been recorded administratively so that the government can easily provide programs that help MSMEs on target according to their needs. Meanwhile, this product has a halal certificate. while halal certification is a form of protection and guarantee for business actors towards consumers regarding the halalness of food products, namely maintaining and guaranteeing the halalness of food products by using halal ingredients; maintain halal products from the initial use of raw materials, processing, distribution to product presentation. MSMEs that already have business legality and halal product certificates will have the confidence to

develop their business, making it easier to penetrate market competition and have a wider marketing reach[5].

RESULTS AND DISCUSSION

Results

The results of assistance with the legalization of MSME products such as Gawah Daya Coffee can be described as follows:

- 1) **Legal Compliance:** After assistance, UMKM Kopi Gawah Daya products have met all necessary legal requirements, including licensing, certification and legal documentation.
- 2) **Capacity Strengthening:** MSME owners have increased their understanding of legal aspects related to their business through the mentoring process, so they can be more independent in complying with regulations in the future.
- 3) **Increased Credibility:** With guaranteed legality, Gawah Daya Coffee products become more trustworthy in the eyes of consumers and the market, increasing the competitiveness and image of the MSME business.
- 4) **Access to Wider Markets:** Legalization of products opens access to wider markets, including export markets, because the products meet applicable legal standards.
- 5) **Business Sustainability:** With guaranteed legality, Gawah Daya Coffee MSMEs have a strong foundation for the growth and sustainability of their business in the coffee industry.
- 6) **Environmental Compliance:** The legalization process can also include environmental aspects, ensuring that coffee production complies with applicable environmental regulations
- 7) **Compliance with Standards:** MSME products have met the quality and safety standards set by regulations, thereby providing assurance to consumers regarding the products they buy.

Through comprehensive legalization assistance, Gawah Daya Coffee MSMEs can obtain long-term benefits in the form of increased business sustainability, credibility in the market, and wider access for MSME products.

Discussion

Accompanying the legalization of MSME products such as Gawah Daya Coffee, several important points can be outlined as follows:

- a. Context and Background: The discussion begins by outlining the context of the Gawah Daya Coffee MSME, including the business profile, target market, and problems faced regarding product legality
- b. Assistance Objectives: Explain the objectives of legalization assistance, such as increasing legal compliance, expanding market access, or increasing the sustainability of the MSME business.
- c. Approach Method: Describes the approach method used in the mentoring process, including needs analysis, requirements mapping, implementation of steps, and monitoring of results.
- d. Mentoring Results: Presents the results of the mentoring process, including achieving product legality compliance, strengthening the capacity of MSME owners, and the resulting positive impacts.
- e. Impact Analysis: Analyze the impact of product legalization on Gawah Daya Coffee MSMEs, both from an economic, social and environmental perspective, as well as contribution to local development.
- f. Challenges and Recommendations: Identify challenges faced during the mentoring process and provide recommendations for further improvement and development, including sustainable strategies in maintaining product legality.

- g. Conclusions and Implications: Conclude the results of the discussion by summarizing the benefits of legalization assistance for Gawah Daya Coffee MSMEs and the implications for business development and business sustainability.

With a comprehensive scientific approach, discussions regarding assistance with the legalization of MSME products such as Gawah Daya Coffee can provide an in-depth understanding of the importance of legal compliance in strengthening the position of MSME businesses in the market.

CONCLUSION

Assistance with the legalization of MSME products such as Gawah Daya Coffee plays an important role in increasing legal compliance, strengthening market position, and spurring MSME business growth. With a structured and scientific approach, MSMEs can achieve Legal Compliance: MSME products meet legality requirements, increase consumer confidence and ensure business continuity. Capacity Strengthening: MSME owners increase their legal understanding, enabling more effective management of the legal aspects of the business. Wide Market Access: Legalization opens up opportunities for access to larger markets, including export potential, increasing competitiveness and business growth. Business Sustainability: With a strong legal base, MSMEs create a solid foundation for long-term growth and business sustainability. Improved Business Image: Guaranteed legality provides a positive image for MSME businesses, strengthening reputation and consumer trust in their products.

Legalization assistance not only ensures legal compliance, but also has a positive impact in terms of business development, market access and sustainability of the Gawah Daya Coffee MSME business.

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