

Registration and Labeling of Product Brands as an Effort to Increase Legal Awareness of Micro, Small, and Medium Enterprises in Majene Regency

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Abstract

This community service activity aims to increase legal awareness among Micro, Small, and Medium Enterprises (MSMEs) in Majene Regency through product brand registration and labeling. Based on local data, the majority of MSMEs have not registered their trademarks, making them vulnerable to piracy and difficult to penetrate the modern market. The program is implemented through five stages: observation, needs analysis, training, implementation, and evaluation. The training covers understanding trademark law, the importance of labeling, and technical assistance for trademark registration with the Directorate General of Intellectual Property Rights (DJKI). The results of the activity indicate an increase in MSMEs' knowledge and skills in legal protection of product identity and label quality, which impacts business competitiveness and sustainability. This activity also strengthens collaboration between academics, government, and the community in supporting the legality and professionalism of local MSMEs.

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1. INTRODUCTION

The BUMN House, located at Jl. Jenderal Sudirman No. 50, Pangali-Ali Subdistrict, Banggae District, Majene, is an initiative of State-Owned Enterprises, specifically PT PLN (Persero). Based on data from the Majene Regency Cooperatives, SMEs, Industry, and Trade Office (DiskopUKMPerindag), in 2023, there were 8,134 MSMEs recorded across eight sub-districts, with approximately 120 registered brands and 8,014 that had not yet registered their brands with the Directorate General of Infrastructure (DJKI). These MSMEs operate in various sectors, dominated by food and beverages, retail trade, crafts, and processed agricultural and fishery products., (Aulia R., 2016). Majene State-Owned Enterprise House is a center for empowering local MSMEs, playing a crucial role in driving the transformation of MSMEs toward digitalization, business legality, and increased competitiveness. Rumah BUMN (State-Owned Enterprise House) has a network of fostered MSMEs, training facilities, and experience in organizing workshops and mentoring small businesses. However, despite the significant potential of MSME products, the level of legal awareness among business actors regarding the importance of intellectual property protection, particularly trademarks, remains very low (Inayah I., 2019).

Situation analysis Based on the results of observations on partners, namely Rumah BUMN Majene, it is known that the majority of MSMEs have never applied for trademark registration due to various factors, including: lack of knowledge about the procedures and benefits of trademark registration, (Harris F., 2019), limited access to information and legal assistance, costs and registration processes that are considered complex, and low understanding that brands are

valuable assets and part of product identity, (Desa P., 2015). In addition, product labeling is also a major challenge. Many MSME products in Majene still use simple labels or even have no labels at all (Reven D, Ferdinand T., 2017). In fact, informative and legal labels not only help consumers in choosing products, but also increase credibility and potential market expansion, both domestically and internationally, (Dewi M, Hubis M, Riani E., 2021), therefore the Partnership Service activity entitled Registration and Labeling of Product Brands as an Effort to Increase Legal Awareness of Micro, Small and Medium Enterprises in Majene Regency is expected to increase legal awareness of MSMEs in Majene Regency, while strengthening business competitiveness and sustainability through legal protection of product identity and improving the quality of packaging and labels.



Figure 1. Socialization of MSME Product Brand Registration.

The implementation of this Community Service activity generally aims to assist MSMEs in registering and labeling MSME product brands, in an effort to increase Legal Awareness of MSME Actors while strengthening competitiveness and business sustainability through legal protection of product identity and improving the quality of packaging and product labels to maximize profits for MSME actors. The implementation of this activity is problem-solving involving collaboration between the world of education, government, and society, the results of which are expected to be able to support legal protection of product identity and improve the quality of product packaging and labels.

The focus of this Community Service activity is the registration and labeling of product brands as an effort to increase legal awareness of micro, small, and medium business actors in Majene Regency, where the activity will specifically help MSME groups to register and label products that will help MSME groups strengthen their competitiveness and business through legal protection of the identity of MSME group products.

The implementation method includes a series, as in Figure 2, and can be explained as follows:

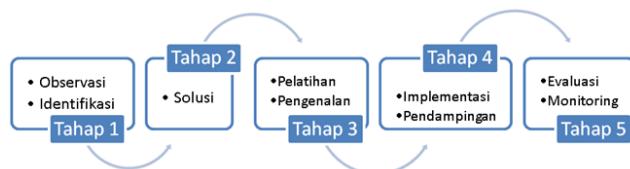


Figure 2. Method of Implementing Community Service.

1. Initial Stage (I), at this stage, it begins with conducting observations and identification through intensive surveys and discussions (*sharing problems*) to obtain information related to the formulation of priority problems and the needs of target partners.
2. Stage II, at this stage, needs analysis and solution planning to be carried out for the problem conditions faced by the target partners.
3. Phase III: Training and introductions are provided to partners regarding brand registration and product labeling. This phase also involves preparing materials and props to be used in the training activities.
4. Stage IV, Implementation and mentoring to target partners, includes implementation and mentoring in all training activities in the form of theory and practice, counseling and training in the use of tools and product manufacturing, to mentoring in implementing the knowledge and experience that has been obtained from several training sessions provided.
5. The Final Stage (V) includes evaluating the success of the training and monitoring the activities. The implementation team will conduct monitoring and evaluation by visiting the target partner's location directly to determine the extent to which the results of the training and community service mentoring activities are being implemented and utilized.

2. RESULTS AND DISCUSSION

Based on observations of partners conducted at the Majene BUMN House, it was discovered that the majority of MSMEs had never applied for trademark registration. This situation then became the main focus of the community service implementation phase, which aims to increase legal awareness of micro, small, and medium enterprises (MSMEs) in Majene Regency. The following activities, based on the phases, and the results of the activities, are as follows:

Needs Analysis and Solution Planning:

Analysis shows that MSME products lack legal protection for their trademarks, making them vulnerable to plagiarism or product piracy by third parties. Furthermore, MSMEs struggle to penetrate modern markets and government e-catalogs due to product legality requirements, and they cannot upgrade or become export-oriented. Furthermore, services specifically assisting with trademark registration and product labeling for MSMEs are needed.



Figure 3. Implementation of Product Label Making Training.

Brand Registration and Product Labeling Training

In this first stage, MSMEs are expected to improve their understanding of the importance of brands and legal product protection. This training aims to enable MSMEs to register their brands and obtain legal protection for their registered products. Second, it aims to improve MSMEs' understanding of the importance of product labeling. This training aims to enable MSMEs to understand the importance of product labeling. Third, it provides technical assistance for brand registration. This training aims to enable MSMEs to register their brands through the Directorate General of Intellectual Property Rights (DJKI). Fourth, it focuses on labeling MSME products. This training aims to enable MSMEs to provide brand identity labels according to legal standards after registering their brands.

Implementation and Mentoring

The final stage is direct implementation and mentoring of partners to improve MSMEs' knowledge regarding the importance of trademark registration and product labeling. This mentoring process involves the use of a cutting sticker printer to create logo designs for product labels. This mentoring aims to enable partners to smoothly implement what they have learned and strengthen their knowledge of MSMEs regarding the importance of trademark registration and product labeling as a form of legal protection.



Figure 4. Group Photo of the PKM Team, BUMN House Partners, and MSME Actors in Majene Regency.

3. CONCLUSION

Overall, this community service activity successfully provided solutions to the problems faced by MSMEs in Majene Regency. This included intensive outreach on registration and trademark protection for MSME products with the Directorate General of Intellectual Property Rights (DJKI). Furthermore, it created new opportunities for groups to increase the added value of their products. Utilizing labeling as a supporter to increase the competitiveness of local MSME products in regional and national markets. Consequently, this activity not only increased production capacity but also boosted the economic well-being of business groups in Majene.

4. SUGGESTION

Based on the results of the implementation and observations of the community service activities that have been carried out, here are some suggestions that can be given for the sustainability and development of the program:

1. Improving MSMEs' understanding of brands and product legal protection
2. Improving MSMEs' understanding of product labeling.
3. Technical assistance for trademark registration.
4. Results of labeling of MSME products.
5. Marketing Network Development

5. ACKNOWLEDGEMENT

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