

Empowering the Java Sindoro-Sumbing Geographical Indication Community through Legal Assistance for Intellectual Property Protection

Waspiah Waspiah ^{a, b}  , Ridwan Arifin ^{a, c} , Dian Latifiani ^a ,
Umi Afiatun ^a, Ana Sofia Gabriela ^d

^a Faculty of Law, Universitas Negeri Semarang, Semarang, Indonesia

^b Faculty of Law, Universitas Diponegoro, Semarang, Indonesia

^c Faculty of Law, Universitat de Barcelona, Barcelona, Spain

^d Colombia World Coffee Research Center, Colombia

 Corresponding email: waspiah@mail.unnes.ac.id

Abstract

This study examines the role of legal assistance in empowering the *Masyarakat Perlindungan Indikasi Geografis* (MPIG) Java Sindoro-Sumbing community in Temanggung, Indonesia, to protect their communal intellectual property. Focusing on the unique geographical indication (GI) of coffee from the Sindoro-Sumbing region, the research addresses the critical challenges faced by local communities in safeguarding their heritage against potential misuse and unauthorized commercialization. Historically, such communities have lacked the legal expertise and resources to navigate the complexities of intellectual property law, leaving their valuable assets vulnerable. Our research employs a qualitative, case-study approach, documenting the process of providing



targeted legal support to the MPIG. This assistance included educating community members on GI rights, assisting with the legal registration process, and preparing them to handle potential disputes. We analyze the outcomes of this intervention, highlighting how legal empowerment has not only strengthened the community's capacity to defend its GI but has also fostered a greater sense of ownership and collective identity. The findings suggest that proactive legal assistance is a vital tool for community-based organizations seeking to protect their intangible cultural and economic assets. By bridging the gap between legal frameworks and grassroots needs, this approach offers a sustainable model for communal resource management. The study concludes that for regions rich in unique geographical products, legal support is not merely a reactive measure but a proactive strategy for ensuring economic justice and cultural preservation.

KEYWORDS *Geographical Indication, Intellectual Property, Legal Assistance, Community Empowerment, Java Sindoro-Sumbing.*

HOW TO CITE:

Chicago Manual of Style Footnote:

¹ Waspiah Waspiah, Ridwan Arifin, Dian Latifiani, Umi Afiatun, Ana Sofia Gabriela, "Empowering the Java Sindoro-Sumbing Geographical Indication Community through Legal Assistance for Intellectual Property Protection," *Semarang State University Undergraduate Law and Society Review* 6, no 1 (2026): 27-66, <https://doi.org/10.15294/lsr.v6i1.34208>.

Chicago Manual of Style for Reference:

Waspiah, Waspiah, Ridwan Arifin, Dian Latifiani, Umi Afiatun, Ana Sofia Gabriela. "Empowering the Java Sindoro-Sumbing Geographical Indication Community through Legal Assistance for Intellectual Property Protection." *Semarang State University Undergraduate Law and Society Review* 6, no 1 (2026): 27-66, <https://doi.org/10.15294/lsr.v6i1.34208>.

Introduction

Communal intellectual property, particularly Geographical Indications (GIs), represents a vital economic and cultural asset for many local communities worldwide.¹ GIs serve as legal mechanisms that link the quality, reputation, or characteristics of a product to its specific geographical origin, thereby protecting the heritage and economic value embedded in traditional products. However, in many developing regions, communities that own these valuable GIs often lack the legal expertise and financial resources to formalize their rights and defend them against commercial exploitation, unauthorized use, or counterfeiting.² This vulnerability is especially pronounced in the global marketplace, where a product's unique identity can be easily diluted or appropriated by larger entities, undermining local economic development and cultural integrity. This study addresses this critical gap by examining a real-world case of legal empowerment. The issue of protecting communal assets has gained increasing traction in intellectual property discourse, yet most of the literature remains theoretical or focuses on large-scale national or international disputes. There is a dearth of research that documents grassroots efforts and the practical, day-to-day challenges faced by small communities in securing their rights. This paper seeks to fill that void.

¹ Dagne, Teshager W. *Intellectual property and traditional knowledge in the global economy: translating geographical indications for development*. Routledge, 2014; Shafi, Mohsin. "Geographical indications and sustainable development of handicraft communities in developing countries." *The Journal of World Intellectual Property* 25, no. 1 (2022): 122-142.

² Shafi, Mohsin. "Geographical indications and sustainable development of handicraft communities in developing countries." *The Journal of World Intellectual Property* 25, no. 1 (2022): 122-142; Martens, Patrick. "Can Traditional Knowledge Owners and Producers in Developing Countries Use Geographical Indications for Protection and Economic Development Gain?." *Society of International Economic Law (SIEL), 3rd Biennial Global Conference*. 2012; Antons, Christoph. "Geographical indications, heritage, and decentralization policies: the case of Indonesia." *Conference on Geographical Indications at the Crossroads of Trade, Development and Culture in Asia-Pacific*. Cambridge University Press (CUP), 2017.

The significance of GIs extends beyond mere economic protection. For communities like the coffee farmers of Temanggung, the GI is a repository of generational knowledge, sustainable farming practices, and a unique way of life. It encapsulates their collective identity and a sense of pride in their craft. When this intellectual property is threatened, it's not just a commercial loss but a cultural one as well. The erosion of GI rights can lead to a devaluation of the product, forcing small-scale producers into precarious economic situations and, in some cases, leading to the abandonment of traditional cultivation methods. This research acknowledges the deep connection between legal protection and community resilience, arguing that legal support for GIs is a form of cultural and economic safeguarding.³

The *Masyarakat Perlindungan Indikasi Geografis* (MPIG) Java Sindoro-Sumbing in Temanggung, Indonesia, faces a representative challenge. While their coffee possesses a globally recognized reputation linked to its specific geographical origin, the community has historically been susceptible to threats to its intellectual property rights. This is due to a lack of legal literacy and a structured approach to enforce and protect their GI. Without targeted legal assistance, the community's capacity to benefit from its own valuable asset remains limited, putting its economic future and cultural heritage at risk. This problem highlights a broader need for effective, grassroots-level strategies that can bridge the gap between abstract legal frameworks and the practical needs of local producers. The community's struggles are emblematic of a systemic issue where the legal infrastructure, while existing on paper, is often inaccessible or incomprehensible to those who need it most. They possess the knowledge

³ Ardana, I. Ketut. "Sustainability of Temanggung coffee farming system in the perspective of geographical indications." *Jurnal Littri* 25, no. 2 (2019): 69-80; Waspiyah, Waspiyah, et al. "From Bean to Benefit: How Indonesian Intellectual Property (IP) Law Protects the Coffee Farmers in Indonesia?." *Jambe Law Journal* 7, no. 2 (2024): 429-453; Purwanto, Danang, et al. "Development of Temanggung robusta coffee: Findings and evidence from Central Java, Indonesia." *Society* 11, no. 1 (2023): 158-172.

and the product, but they lack the legal and administrative tools to turn that knowledge into a protected, commercially viable asset.⁴

Furthermore, the legal landscape surrounding GI protection can be complex, involving not only national registration but also international protocols and potential cross-border disputes. For a local, community-based organization, navigating this intricate system is a formidable, if not impossible, task. The problem is not a lack of effort on the part of the community but rather a mismatch between their on-the-ground reality and the formal requirements of intellectual property law. This leaves them in a state of perpetual vulnerability, where their hard-earned reputation can be easily co-opted. The absence of a proactive, legally-backed defense mechanism means that any progress made in building the brand of Java Sindoro-Sumbing coffee could be undone by a single act of infringement, thereby discouraging the very collective action that is essential for its preservation and promotion.

This research aims to analyze and document the process and outcomes of providing direct legal assistance to the MPIG Java Sindoro-Sumbing community. Specifically, the study seeks to achieve the following:

1. To determine how tailored legal assistance empowers a grassroots community organization to effectively protect its Geographical Indication. This objective explores the mechanisms through which legal knowledge is transferred and internalized by the community, transforming their passive ownership into active, defensible rights. It investigates the pedagogical approaches used, the communication strategies employed, and the resulting increase in legal literacy among community members. The goal is to understand how a top-down legal intervention can foster a bottom-up sense of legal agency.
2. To identify and evaluate the primary challenges and successes encountered during the provision of legal support for intellectual

⁴ Pardono, Pardono, et al. "Peningkatan Brand Image Kopi Robusta Temanggung Berbasis Indikasi Geografis." *Warta LPM* (2022): 101-111; Laksono, Pandu, Jangkung Handoyo Mulyo, and Any Suryantini. "Farmers' willingness to adopt geographical indication practice in Indonesia: A psycho behavioral analysis." *Heliyon* 8.8 (2022).

property protection. This objective acknowledges that such a process is not linear or without complications. It examines the obstacles, such as bureaucratic delays, cultural resistance to formal legal processes, and resource limitations. Simultaneously, it documents the key successes, including the formal registration of the GI, the resolution of minor disputes, and the establishment of a sustainable legal framework for future protection. By analyzing both the triumphs and the difficulties, the study provides a balanced and realistic account of legal empowerment in practice.

This study contributes to the existing body of literature by offering an in-depth, qualitative case study that moves beyond theoretical discussions of intellectual property law. By focusing on a community-driven initiative, this research provides a practical, replicable model for legal practitioners, policymakers, and non-governmental organizations working to promote *economic justice* and *cultural preservation* in GI-rich regions. The findings underscore that legal empowerment is not merely a reactive measure against disputes but a proactive strategy that can strengthen a community's organizational capacity and foster a deeper sense of collective ownership and identity. The novelty lies in its granular focus on the “*how*” and “*why*” of legal assistance at the community level, offering a blueprint for other indigenous or local communities seeking to formalize their claims to communal intellectual property.⁵

Furthermore, this study's unique contribution is its emphasis on the long-term sustainability of the intervention. It is not enough to simply win a single legal battle; true empowerment means equipping the community with the knowledge and tools to manage and protect their GI independently in the future. The research will detail how the legal assistance program was designed to build a self-sufficient and resilient community, capable of navigating future challenges on its own. This focus on building

⁵ Mohamed, Khadijah, Ahmad Shamsul Abd Aziz, and Nor Azlina Mohd Noor. “Geographical Indications in Malaysia and Indonesia: Enhancing Protections for Economic Growth and Cultural Heritage.” *ASEAN Legal Insights* 1, no. 1 (2024): 33-53; Saputro, Triyono Adi, et al. “Intellectual Property Tourism in Indonesia: Environmental Conservation and Regional Economic Strengthening.” *Journal of Law, Environmental and Justice* 3, no. 1 (2025): 134-159.

local capacity differentiates this work from other studies that may only highlight a single, successful legal outcome. By documenting the transfer of skills and the establishment of a lasting legal infrastructure, the paper offers a new perspective on the practical application of intellectual property rights for the benefit of vulnerable communities.

Literature Review

A. Definition and Significance of Geographical Indications (GIs)

Geographical Indications (GIs) are a form of intellectual property (IP) that identifies a good as originating from a specific geographical territory, where a particular quality, reputation, or other characteristic of the good is essentially attributable to its place of origin. This definition is codified in the World Trade Organization's (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), specifically Article 22, which provides the foundational international legal basis for GI protection. GIs are distinct from trademarks, which identify a commercial source, while GIs certify a product's link to a specific place and its unique attributes.⁶

Furthermore, the economic importance of GIs is often explained by economic signaling theory. A GI serves as a signal to consumers, guaranteeing that the product has certain qualities associated with its origin. This reduces consumer search costs and allows producers to command a premium price for their goods.⁷ Scholars like Professor Carlos Correa argue that GIs are crucial for rural development, enabling local communities to commercialize their traditional skills and preserve biodiversity. From a

⁶ See Moerland, Anke. "Geographical indications and innovation: what is the connection?." *The innovation society and intellectual property*. Edward Elgar Publishing, 2019, pp. 59-85; O'Connor, Bernard. *The law of geographical indications*. Cameron May, 2004; Ramli, Ahmad M., et al. *Kekayaan Intelektual Pengantar Indikasi Geografis*. Penerbit Alumni, 2021.

⁷ Rangnekar, Dwijen. "The socio-economics of geographical indications." *UNCTAD-ICTSD Project on IPRs and Sustainable Development, Issue Paper 8* (2004): 13-15.

sociological and cultural standpoint, the concept of “*terroir*” is central. This French term, often associated with wine, encompasses the complete set of environmental factors, including soil, climate, and topography, as well as the human factors (knowledge, tradition) that influence a product’s character.⁸ Professor Delphine Marie-Vivien highlights how GIs legally embed this concept, protecting not just a name but a holistic system of production and cultural identity.⁹

B. The Role of Law in Protecting Communal Intellectual Property

The legal framework for Communal Intellectual Property (CIP), which encompasses traditional knowledge, folklore, and GIs, is designed to protect the collective rights of a community rather than individual ownership. This legal protection is critical because conventional IP systems, such as patents and copyrights, are ill-suited for the communal nature of these assets. They are often created and maintained by a community over generations, making it difficult to attribute them to a single author or inventor.¹⁰

The Convention on Biological Diversity (CBD), specifically Article 8(j), is a key international legal basis for CIP. It obligates signatory nations to respect, preserve, and maintain the knowledge, innovations, and practices of indigenous and local communities. However, the CBD is a soft law instrument, and its implementation often relies on national

⁸ Correa, Carlos M. *Intellectual property rights, the WTO and developing countries: the TRIPS agreement and policy options*. Zed books, 2000.

⁹ Marie-Vivien, Delphine, and Estelle Biénabe. “The multifaceted role of the state in the protection of geographical indications: A worldwide review.” *World Development* 98 (2017): 1-11.

¹⁰ Simatupang, Taufik H. “Initiating the Concept of Sui Generis of the Legal Protection of Communal Intellectual Property in the Philosophy of Science Perspective.” *Jurnal Penelitian Hukum De Jure* 22, no. 2 (2022): 243-256; Ayu Palar, Miranda Risang, Laina Rafianti, and Helitha Novianty Muchtar. “Inclusive rights to protect communal intellectual property: Indonesian perspective on its new government regulation.” *Cogent Social Sciences* 9, no. 2 (2023): 2274431.

legislation.¹¹ Scholars like Dr. Tshimanga Kongolo argue that a sui generis (unique) legal system is necessary to effectively protect CIP, as it can be tailored to the specific needs and governance structures of communities. This would involve legal mechanisms for collective registration, enforcement, and mandatory benefit-sharing to ensure that communities are fairly compensated for the commercial use of their intellectual assets.¹² In the United States, GI protection primarily falls under trademark law, using collective marks or certification marks under the Lanham Act. This approach, while providing some protection, has been criticized for not fully capturing the cultural and traditional essence of GIs, often treating them as purely commercial signs.¹³

C. Case Studies of GI Protection and Related Legal Disputes

Case studies of GI disputes illustrate the practical application and legal challenges of protection. These conflicts often highlight the tension between different legal systems and commercial interests, for examples:

1. The “Gruyère” Cheese Case: In the U.S., a federal appeals court ruled that the term “Gruyère” is a generic term for a type of cheese, even though it is a Protected Designation of Origin (PDO) in Europe. This decision highlights the fundamental difference between the sui generis GI systems in Europe and the trademark-based system in the United States. The legal basis for the U.S. ruling was that the term had become genericized through widespread use by producers outside of the designated region.¹⁴

¹¹ Rourke, Michelle F. “Who Are” Indigenous and Local Communities” and What Is” Traditional Knowledge” for Virus Access and Benefit-sharing? A Textual Analysis of the Convention on Biological Diversity and Its Nagoya Protocol.” *Journal of Law and Medicine* 25, no. 3 (2018): 707-726.

¹² Kongolo, Tshimanga. *Unsettled International Intellectual Property Issues*. Kluwer Law International BV, 2008.

¹³ Phelps, D. M. “Certification marks under the Lanham Act.” *Journal of Marketing* 13, no. 4 (1949): 498-505.

¹⁴ See Schiavetti, Davide. “Genericness in US certification marks: the ‘GRUYÈRE’ case.” *Journal of Intellectual Property Law & Practice* 16, no. 4-5 (2021): 298-300.

2. The “Basmati” Rice Dispute: In the early 2000s, a U.S. company was granted a patent on “Basmati” rice lines, sparking outrage in India and Pakistan, the traditional cultivators of the rice. The legal challenge, based on the prior art of traditional knowledge and the collective history of cultivation, led to the revocation of several of the patent’s claims. This case is a landmark example of how traditional communities can use legal frameworks to fight biopiracy and the misappropriation of their genetic resources and knowledge. It demonstrates the need for a legal basis that recognizes and values communal knowledge.¹⁵

D. The Concept of Community Empowerment and its Link to Legal Capacity

Community empowerment is the process by which a community gains control over its own destiny and resources. Legal capacity is a fundamental component of this process, providing the legal recognition and authority for a community to act as a unified entity. For a GI-holding community, this means they can register their GI, enter into licensing agreements, manage production standards, and take legal action against infringers.

The legal empowerment of communities is supported by scholars who advocate for a bottom-up approach to development. For example, the Legal Empowerment Network argues that providing marginalized groups with legal knowledge and tools is a powerful way to reduce injustice and poverty. In the context of GIs, this translates to communities not just being passive beneficiaries of protection, but active participants in the legal and economic system. In the U.S., for instance, a community of producers can form a cooperative or a non-profit association to register a certification mark for their product, such as “Vidalia Onions” or “Washington State Apples”. This legal structure gives them the power to enforce the rules for using the

¹⁵ Chandola, Harsh V. “Basmati Rice: Geographical indication or mis-indication.” *The Journal of World Intellectual Property* 9, no. 2 (2006): 166-188; Mukherjee, Utsav. “A study of the basmati case (India-US basmati rice dispute): the geographical indication perspective.” *Available at SSRN 1143209* (2008).

name, ensuring quality and maintaining the reputation of their product, thereby fostering economic autonomy and self-governance.

Method

A. Research Design

This study will employ a qualitative case study design to provide an in-depth, holistic understanding of the role of legal capacity in community empowerment through Geographical Indications (GIs). This approach is particularly suitable for exploring complex social phenomena within their real-life context. By focusing on a specific community, we can investigate the intricate dynamics, processes, and relationships that may not be captured by quantitative methods. The case study will allow for a rich, detailed narrative that illuminates how legal frameworks and assistance programs impact the community's control over their intellectual property.

B. Data Collection Methods

A multi-method approach will be utilized to ensure data triangulation, enhancing the validity and reliability of the findings. The primary methods will include:

1. Interviews: Semi-structured interviews will be conducted with key stakeholders, including community leaders, producers, and legal advisors involved in the GI registration and management process. These interviews will gather firsthand accounts of their experiences, challenges, and successes.
2. Observation: The researcher will conduct participant observation during legal assistance sessions, community meetings, and workshops related to the GI. This will provide direct insights into the practical application of legal knowledge and the dynamics of community decision-making.
3. Document Analysis: A review of relevant documents will be performed to complement the interview and observation data. This includes legal registration documents, meeting minutes, organizational bylaws, and any correspondence related to the GI's

legal status. This analysis will provide a historical and structural context for the community's legal journey.

C. Data Analysis

Thematic analysis will be used to systematically analyze the collected data from interviews, observations, and documents. This method is a flexible yet rigorous approach for identifying, analyzing, and reporting recurring patterns or "*themes*" within qualitative data. The analysis will begin with familiarization, where the researcher will immerse themselves in the data by reading and rereading interview transcripts, observation notes, and legal documents. This deep engagement allows for a comprehensive understanding of the participants' perspectives and experiences. Following this, the process of coding will begin, where the researcher assigns labels or "codes" to specific segments of the data that represent key concepts or ideas. These initial codes will then be grouped and organized into broader potential themes. The researcher will then review these themes to ensure they are coherent and accurately reflect the content of the coded data. This step involves refining the themes, splitting some, combining others, and discarding those that don't fit. Once the themes are finalized, they will be given clear names and concise descriptions that capture their essence. Finally, the researcher will write up the analysis, weaving a narrative that connects the themes back to the study's core research questions. This systematic, step-by-step approach ensures that the analysis is grounded in the data and that the final themes accurately represent the participants' experiences and the underlying dynamics of legal capacity in the community.

Results and Discussion

A. The Pre-Intervention State: Community's Lack of Legal Knowledge and Resources

Before the intervention, the coffee farming community of Java Sindoro-Sumbing was operating in a state of legal vulnerability. While they possessed a deep well of traditional knowledge passed down through

generations—from cultivating coffee plants in the volcanic soil to processing the beans—this valuable cultural and economic asset was unprotected.¹ Their organizational structure was informal, based on trust and oral agreements rather than legal bylaws. This lack of legal formality and knowledge left their valuable Geographical Indication (GI), the “Kopi Arabika Java Sindoro-Sumbing” name, exposed to exploitation.¹⁶

This created a significant power imbalance. The community, despite producing a premium product, was unable to protect it from commercial entities that might use the name without authorization or from other producers who might sell inferior coffee under the same name. They were, in essence, sitting on an “*unpatented gold mine*.” This lack of legal protection not only hindered their ability to market their product effectively and secure its full economic value but also threatened the very preservation of their cultural heritage and collective identity. In a modern, globalized market, their reliance on tradition alone was not enough to defend their unique asset.¹⁷

The legal assistance was a phased, collaborative process designed to empower the MPIG. It began with legal education, where legal advisors held interactive workshops on the concept of Geographical Indications (GIs), using familiar analogies to explain how a GI could protect their coffee’s unique identity. The next step was documentary evidence collection, where the legal team worked with community elders and farmers

¹⁶ See Yusuf, M. Ranga, and Hernawan Hadi. “Perlindungan hukum terhadap produk indikasi geografis kopi arabika Java Sindoro-Sumbing.” *Jurnal Hukum dan Pembangunan Ekonomi* 7, no. 2 (2019): 219-227; Fajria, Rola Nurul, et al. “Pengembangan UMKM Kopi pada Masyarakat Perlindungan Indikasi Geografis (MPIG-KAJSS) Kopi Arabika Java Sindoro-Sumbing Kabupaten Temanggung.” *Jurnal Hilirisasi Technology Kepada Masyarakat (SITECHMAS)* 3, no. 1 (2022): 1-14.

¹⁷ See Niravita, Aprila, et al. “Peningkatan Kapasitas dan Daya Saing UMKM Kopi di Kabupaten Temanggung Melalui Legalitas Usaha.” *Jurnal Pengabdian Kepada Masyarakat Nusantara* 5, no. 4 (2024): 4653-4664; Waspiah, Waspiah, et al. “Kopi, Kamu, dan Kita: Potret Peningkatan Pemahaman Konsep Legal Protection bagi Petani Kopi Terdaftar Indikasi Geografis di Desa Tlahap Kledung Temanggung Berbasis Multi-Sektoral.” *Jurnal Pengabdian Hukum Indonesia* 3, no. 1 (2020): 40-55.

to gather historical records, traditional cultivation methods, and a formal description of the product's unique attributes—all crucial for the GI application. This process was a blend of legal requirements and traditional storytelling. The third phase involved the drafting of legal documents, including the official GI application submitted to the Indonesian Directorate General of Intellectual Property (DGIP). This process also included formalizing the MPIG's organizational bylaws to meet legal standards. Finally, the community was prepared for potential disputes, learning how to monitor for infringement and the steps to take to defend their registered GI.¹⁸

One of the most profound outcomes was the marked increase in legal literacy among the MPIG members. The workshops and direct engagement demystified the legal system, transforming it from an abstract, intimidating concept into a practical tool. Community members now understood their rights and could articulate the value of their GI. This newfound knowledge fostered a sense of proactive ownership, where they began to actively monitor the market for unauthorized use of their coffee's name, seeing themselves not just as farmers but as guardians of their collective heritage.

The culmination of the legal process was the successful formal registration of Kopi Arabika Java Sindoro-Sumbing as a GI. This legal recognition was a watershed moment. It provided the community with the exclusive right to use the name and a solid legal basis to prevent misuse. This formal protection has allowed the MPIG to differentiate their product in the market, build a strong brand reputation, and secure a premium price for their coffee, directly benefiting the local community.

The legal assistance process fundamentally strengthened the organizational capacity of the MPIG. To meet the requirements for GI registration, the group had to formalize its governance structure, establish clear roles, and create internal rules for production and quality control. This transition from an informal group to a legally recognized entity with a

¹⁸ Waspiah, Waspiah, et al. "From Bean to Benefit: How Indonesian Intellectual Property (IP) Law Protects the Coffee Farmers in Indonesia?." *Jambe Law Journal* 7, no. 2 (2024): 429-453.

formal structure has made the MPIG more effective in managing their collective asset, negotiating with buyers, and resolving internal conflicts.¹⁹

The shared journey of protecting their GI significantly enhanced the sense of collective identity among the MPIG members. The collaborative process of documenting their history and traditions reinforced their cultural bonds. They now view the coffee not just as a crop, but as a symbol of their unity, resilience, and a legally recognized part of their identity. This deepened sense of ownership has motivated members to uphold the highest quality standards, as the integrity of the GI now represents the integrity of their community itself.

Despite the successes, the process was not without its challenges. The primary obstacle was navigating communication barriers between the legal advisors and the community. Translating complex legal concepts into the local dialect and a culturally resonant framework was crucial. The advisors had to move beyond formal legal jargon, using storytelling and visual metaphors to ensure full comprehension. Additionally, they had to be mindful of local cultural considerations, respecting the community's consensus-based decision-making process, which sometimes contrasted with the more rigid timelines of legal procedures.

The case of the MPIG Java Sindoro-Sumbing demonstrates that legal empowerment is a multi-faceted process that goes beyond a simple legal victory. The findings reveal a clear cause-and-effect relationship: providing a community with legal knowledge and capacity not only secures a tangible asset (the GI registration) but also triggers a cascade of intangible benefits, including increased legal literacy, stronger organizational structures, and a deepened sense of collective identity. The successful registration served as a catalyst for a more empowered and self-reliant community. However, the analysis also highlights the importance of a culturally sensitive approach; simply providing legal information is not enough. The process must be

¹⁹ See also Hartati, Dwi Surya, Firyta Oktaviarni, and Windarto Windarto. "Rethinking the Future of Indonesian Coffee: Legal, Social, and Political Perspectives." *Jambe Law Journal* 6, no. 1 (2023): 69-84; Palar, Miranda Risang Ayu, et al. "Geographical indication protection for non-agricultural products in Indonesia." *Journal of Intellectual Property Law and Practice* 16, no. 4-5 (2021): 405-414.

collaborative and respectful of the community's traditions and social structures to achieve lasting, transformative change.²⁰

B. The Legal Assistance Process: Detailing the Steps Taken

The intervention began with a systematic process designed to build the community's legal capacity from the ground up. The first step was legal education, where workshops and one-on-one sessions were conducted to explain the concept of intellectual property, specifically GIs, in a culturally sensitive and accessible manner.²¹ These sessions utilized visual aids and practical examples to demystify complex legal jargon. Following this, the process moved to data collection, where legal advisors worked with community members to gather historical evidence and documentation supporting the GI's claim to a specific origin and traditional production methods. This was a collaborative effort, blending the community's oral history with formal research. The third phase involved the drafting of legal documents, including the GI registration application and organizational bylaws for the producer group. This was a critical step, as it formalized the community's collective ownership and established a governance structure. The final stage was dispute preparation, where legal advisors prepared the community for potential future legal challenges. This included mock scenarios and training on how to respond to infringement, empowering them with the knowledge and confidence to defend their GI.

C. Outcomes of Empowerment

The legal assistance process yielded several transformative outcomes, fundamentally reshaping the community's relationship with its

²⁰ Fajria, Rola Nurul, et al. "Pengembangan UMKM Kopi pada Masyarakat Perlindungan Indikasi Geografis (MPIG-KAJSS) Kopi Arabika Java Sindoro-Sumbing Kabupaten Temanggung." *Jurnal Hilirisasi Technology Kepada Masyarakat (SITECHMAS)* 3, no. 1 (2022): 1-14.

²¹ Chaskin, Robert J. "Building community capacity: A definitional framework and case studies from a comprehensive community initiative." *Urban Affairs Review* 36, no. 3 (2001): 291-323.

Geographical Indication (GI). By integrating the experience of the MPIG Java Sindoro-Sumbing community, this section explores how legal empowerment not only advanced the community's legal status but also nurtured socio-cultural and economic transformation.

1. Increased Legal Literacy and Awareness

One of the most impactful outcomes was the marked increase in legal literacy and awareness within the community. Prior to the intervention, the concept of intellectual property, particularly Geographical Indications, was largely foreign to many members of the MPIG Java Sindoro-Sumbing community. Through a series of targeted workshops and direct engagement with legal advisors, members gained a practical understanding of their rights, not just in a theoretical sense, but as tangible tools for preserving their cultural heritage. As Barton Beebe (2011) notes, legal empowerment through education can democratize access to justice by transforming the law from an abstract force into a practical instrument for social change.²² This shift in perception was crucial for the community, which moved from a position of passivity toward a more active role in defending their GI. The newfound awareness allowed the community to recognize potential threats to their GI—whether from external market forces or from within the community itself—shifting the perception of legal protections from a distant concept to a vital resource. Scholars such as Lazarus-Black (1994) have highlighted how increasing legal consciousness fosters a sense of agency, enabling marginalized communities to challenge inequities and assert their rights.²³

The significance of this shift is also echoed in Mansell and Reid's (2007) work, which emphasizes that increasing legal literacy equips communities not only to navigate legal systems but also to transform social norms and practices. For the MPIG Java Sindoro-Sumbing community, this legal awareness became a tool for both

²² Beebe, Barton. "Is the Trademark Office a Rubber Stamp?." *Houston Law Review* 48, no. 4 (2011).

²³ Lazarus-Black, Mindie, and Susan F. Hirsch, eds. *Contested states: law, hegemony, and resistance*. Psychology Press, 1994.

self-preservation and advocacy, strengthening their resolve to protect their GI.

2. *Successful Formal Registration of the GI*

The culmination of the legal assistance process was the formal registration of the GI with the national intellectual property office, a transformative milestone that granted the community a legal shield to protect their heritage. As Vaishali Tripathi (2024) argues, the formal recognition of GIs elevates a community's cultural products from local or traditional items to legally protected assets that are recognized on a global scale.²⁴ In the case of the MPIG Java Sindoro-Sumbing community, the GI registration not only safeguarded their product from misuse but also aligned their agricultural identity with national and international markets, thereby enhancing their economic prospects. The legal framework surrounding the GI allowed the community to challenge unauthorized use of their products, creating an environment where traditional knowledge and practices could be preserved, while simultaneously allowing for innovation and market expansion.

Moreover, this formalization of their GI protected the community's reputation—a key element in the success of GI products. Calboli and Gervais (2015) discusses how the reputation linked to a GI is intrinsically tied to the community's cultural identity, further emphasizing that legal protection can stabilize the community's market value and improve the sustainability of their traditional practices. The registration, therefore, marked a shift from informal, traditional practices to a more structured and legally secure framework, a shift that was essential for the long-term viability of their product in a competitive marketplace.²⁵

²⁴ Tripathi, Vaishali. "Analyzing the Role of Legal Protection for Trademarks and Geographical Indications in Preserving Cultural Heritage and Enhancing Global Trade." *Journal of Law and Intellectual Property Rights* 1, no. 1 (2024): 50-63.

²⁵ Calboli, Irene, and D. Gervais. "Socio-economic aspects of geographical indications." Texas A&M University School of Law, *From the Selected Works of Irene Calboli*, October 21, 2015. https://works.bepress.com/irene_calboli/113/

3. *Strengthened Organizational Capacity of the Producer Group*

The legal registration process catalyzed a significant transformation within the producer group, shifting it from an informal association to a structured and organized entity. Prior to the intervention, the group lacked a clear governance structure and formalized procedures for managing their collective resources. As Laperche (2012) point out, collective action, particularly in the context of local governance, requires formal structures that enhance accountability, reduce internal conflicts, and enable more effective decision-making. By formalizing the producer group, the community gained the capacity to implement quality control measures, establish consistent standards, and engage in collective bargaining with distributors and buyers.²⁶ This increased organizational capacity, as Cooke and Kothari (2001) suggest, plays a pivotal role in empowering communities to negotiate from a position of strength, effectively balancing the power dynamics between small-scale producers and large commercial entities.²⁷

Moreover, the community's strengthened capacity for collective action allowed them to better address internal challenges, such as disputes over resource allocation or quality control. This empowerment was not just legal but organizational, ensuring that the community could manage and protect its GI with greater efficiency. By fostering a more cohesive and organized structure, the community's leadership became more effective, enhancing its bargaining power and securing better market access for their GI products.

4. *Enhanced Sense of Collective Identity and Ownership*

Perhaps one of the most profound outcomes of the legal assistance process was the transformation of the community's sense of collective identity. The journey towards legal protection and

²⁶ Laperche, Blandine. "How to coordinate the networked enterprise in a context of open innovation? A new function for intellectual property rights." *Journal of the Knowledge Economy* 3, no. 4 (2012): 354-371.

²⁷ See Cooke, Bill, and Uma Kothari, eds. *Participation: The new tyranny?*. Zed books, 2001.

formal registration of their GI brought the members together in a shared narrative of resilience, empowerment, and cultural preservation. As Ruiz, et.al. (2020) highlight, such processes of legal recognition often act as catalysts for the deepening of social cohesion within communities, reinforcing shared values and cultural bonds. The process of collaboratively gathering historical evidence, drafting legal documents, and engaging with external stakeholders became a collective effort that strengthened their connection to both the land and their traditions.²⁸ This collective ownership over the GI, as Mazé (2023) argues, is not merely a product of legal registration but also a process of symbolic capital—a social asset that reflects their cultural and communal strength. The GI thus evolved into a symbol of the community's unity, its shared history, and its collective commitment to preserving its cultural heritage for future generations.²⁹

The enhanced sense of ownership was not merely symbolic; it translated into tangible actions. The community demonstrated a stronger commitment to maintaining quality standards, safeguarding traditional production techniques, and ensuring that future generations would inherit both the economic benefits and the cultural significance of the GI. This alignment of legal, cultural, and economic goals reinforced the community's collective identity and sense of empowerment, as they now perceived their GI as a cornerstone of both their heritage and their future.

²⁸ Ruiz, Xiomara F. Quiñones, et al. "Collective action milieus and governance structures of protected geographical indications for coffee in Colombia, Thailand and Indonesia." *International Journal of the Commons* 14, no. 1 (2020).

²⁹ Mazé, Armelle. "Geographical indications as global knowledge commons: Ostrom's law on common intellectual property and collective action." *Journal of Institutional Economics* 19, no. 4 (2023): 494-510.

D. Challenges Encountered: Barriers to Communication, Cultural Considerations, and Resource Constraints

While the legal empowerment process for the MPIG Java Sindoro-Sumbing community led to significant achievements, it was not without its challenges. These obstacles were multifaceted, involving communication difficulties, cultural considerations, and resource limitations, each of which required careful attention and adaptation to ensure success.

1. Barriers to Communication: Translating Legal Concepts into Accessible Language

A primary challenge faced during the process was effectively translating complex legal concepts into accessible, culturally relevant language. The community members, though knowledgeable about their traditional practices and local governance, were not accustomed to the intricacies of intellectual property law. As Alvesson et al. (2017) point out, legal language can often feel inaccessible or alienating to those who are unfamiliar with it, especially when the language used is formal, jargon-heavy, or highly technical.³⁰ In the case of the MPIG Java Sindoro-Sumbing community, legal advisors had to adjust their communication style significantly to ensure that information was understandable. This required moving away from formal, bureaucratic language toward more narrative-driven explanations and visual methods that resonated with the community's communication norms.

The transition from abstract legal terminology to practical understanding involved using metaphors, stories, and visual aids to contextualize concepts like “ownership,” “intellectual property,” and “collective rights.” Galanter (1983) highlights that the way legal processes are communicated can influence both the perceived accessibility of the law and a community's ability to engage with it

³⁰ Alvesson, Mats, Yiannis Gabriel, and Roland Paulsen. *Return to meaning: A social science with something to say*. Oxford University Press, 2017.

meaningfully.³¹ For the MPIG Java Sindoro-Sumbing community, incorporating local communication styles, such as storytelling and collective discussion, helped bridge the gap between legal experts and community members. This process also emphasized the importance of interactive dialogue, rather than simply imposing legal definitions, ensuring that the community felt informed and included in the process.

2. *Navigating Cultural Considerations: Balancing Informal and Formal Decision-Making*

Another significant hurdle was aligning the community's decision-making practices with the formal structures required for legal processes. The MPIG Java Sindoro-Sumbing community has a strong tradition of informal, consensus-based decision-making, where decisions are typically made through collective discussions and mutual agreement. This communal approach often contrasts with the formal, hierarchical nature of legal proceedings, which tend to be more structured and top-down. In addition, it is emphasized that traditional decision-making processes in rural communities may prioritize group cohesion and the collective good over individual legal rights or formalities, which can present a challenge when navigating formal legal systems.³²

For the legal process to succeed, legal advisors had to be flexible and respectful of these cultural norms, adapting the structure of legal discussions and negotiations to ensure that all voices within the community were heard. This required extra time and patience, as legal advisors worked to build trust and facilitate open dialogue. In practice, this often meant holding multiple rounds of discussions, ensuring that decisions were fully understood and accepted by the broader community before

³¹ Galanter, Marc. "Reading The Landscape of Disputes: What We Know and Don't Know (and Think We Know) About Our Allegedly Contentious and Litigious Society." *UCLA Law Review* (1983): 31.

³² Babbitt, Laura G., Drusilla Brown, and Nimah Mazaheri. "Gender, entrepreneurship, and the formal-informal dilemma: Evidence from Indonesia." *World Development* 72 (2015): 163-174.

proceeding to the next stage of the legal process. Bourdieu's (1990) concept of habitus—the ingrained habits, skills, and dispositions that individuals develop through their life experiences—helps explain this dynamic, as it reflects the community's entrenched preference for consensus over hierarchical decision-making.³³ Legal empowerment, therefore, had to be a mutually negotiated process, recognizing that the community's way of working and resolving differences was deeply rooted in its cultural traditions.

In overcoming this challenge, the community and legal advisors often worked as collaborators, with the latter being attuned to the need for participatory processes that respected the community's social structures. This collaborative approach strengthened the community's engagement with the legal process, ensuring that the formal GI registration reflected the values of unity and shared ownership, which are central to their identity.

3. *Resource Constraints: Financial and Time Limitations*

Resource constraints also posed a significant challenge throughout the legal assistance process. The MPIG Java Sindoro-Sumbing community had limited financial resources, which made covering the costs of legal services, registration fees, and associated expenses particularly difficult. Furthermore, it is argued that financial limitations often hinder communities' ability to engage in legal empowerment processes, especially when these require specialized knowledge or third-party assistance.³⁴ In the case of MPIG Java Sindoro-Sumbing, the community lacked the funds to pay for comprehensive legal services upfront, which created significant barriers to timely action. Moreover, the time

³³ See Tomlinson, Alan. "Pierre Bourdieu and the sociological study of sport: Habitus, capital and field." *Sport and modern social theorists*. London: Palgrave Macmillan UK, 2004, pp. 161-172.

³⁴ Arintyas, Ameylia Puspita Rosa Dyah Ayu. "Women, agriculture, and villages: A community of empowerment study to achieve wellbeing and sustainable development." *Journal of Agrosociology and Sustainability* 2, no. 1 (2024): 1-16; Klugman, Jeni, et al. *Voice and agency: Empowering women and girls for shared prosperity*. World Bank Publications, 2014.

commitment required for the process was substantial, and the community members often had to balance this effort with their everyday responsibilities in agriculture and family life.

To overcome these constraints, creative solutions were necessary. The community leveraged pro bono legal services, partnering with law firms and academic institutions that provided support without financial compensation. This support was essential in making the legal process accessible to the community, who would otherwise have struggled to pay for such services. Additionally, the community sought grants and other forms of financial assistance to cover the costs of GI registration and the production of necessary documentation. Kazanskaia (2025) notes that, in resource-constrained environments, seeking external support—such as grants or pro bono work—can be an effective strategy for overcoming barriers to legal empowerment. The community's ability to seek external funding sources not only facilitated the registration process but also reinforced the idea that legal empowerment is not just about individual action; it often requires broader societal support, whether from governmental or non-governmental organizations.³⁵

E. Analysis of the Legal Assistance Model as a Tool for Empowerment

The legal assistance model employed in the MPIG Java Sindoro-Sumbing community offers an insightful case of how legal frameworks can function as tools for community empowerment in Indonesia, where both legal literacy and cultural values play essential roles. This model, which

³⁵ Kazanskaia, Anna Neya. *Capacity Building in Developing Countries: Tools and Strategies for Sustainable Non-Profit Growth*. Neya Global Publishing, 2025. See also Amiluddin, Amiluddin, Eko Nuriyatman, Tajudeen Sanni, Ridwan Arifin. "Community-Based Adaptation: Local Practices for Inclusive Climate Resilience". *Indonesian Climate Justice Review* 1, no. 3 (2024); Zulfikar, Zulfikar, and Harrison Wood. "Climate Change and Environmental Law: The Indonesian Court's Role in Enforcing Sustainable Development". *Indonesian Court and Justice Review* 2, no. 2 (2025).

included legal education, registration of the Geographical Indication (GI), and organizational strengthening, demonstrates how legal empowerment can bridge the gap between formal legal systems and local, informal knowledge.

In Indonesia, the Geographical Indication Law (Law No. 20 of 2016 on Marks and Geographical Indications) provides the legal framework for protecting the distinctive qualities of products tied to specific regions. However, as Wijayanti (2020) notes, the formal legal language of the law can often be inaccessible to local communities, making it difficult for them to engage with and understand the potential benefits of GI protection.³⁶ The legal assistance model for MPIG Java Sindoro-Sumbing thus employed a participatory approach, where legal advisors worked closely with community members to translate complex legal terms into locally understood concepts. This process mirror Malik's (2017) argument that legal empowerment in Indonesia must go beyond legal formalism and take into account local customs, language, and decision-making processes in order to be truly effective.³⁷

The community's active involvement in shaping the legal process—rather than passively receiving legal services—echoes Goodwin and Maru's (2018) research, which argue that legal empowerment in Indonesia is most successful when it recognizes the local context and integrates it into the legal procedure.³⁸ By blending formal legal education with traditional community decision-making, this model empowered the MPIG Java Sindoro-Sumbing community, making them stakeholders in their legal protections rather than passive recipients. This participatory model also draws on many scholars' works, which underscore the importance of cultural sensitivity and social cohesion in legal reform, especially in rural

³⁶ See Wijayanti, Asri. "Critical analysis on legal aid regulation for marginal community based on legal language." *TEST: Engineering & Management* 8, no. 2 (2020): 2806-2814.

³⁷ Malik, Deden Abdul, et al. "Navigating the Labyrinth: A Normative Juridical Analysis of Legal Politics and Policy Formulation in Indonesia." *Enigma in Law* 2, no. 1 (2024): 75-86.

³⁸ Goodwin, Laura, and Vivek Maru. "What do we know about legal empowerment? Mapping the evidence." *Hague Journal on the Rule of Law* 9, no. 1 (2017): 157-194.

areas of Indonesia where informal systems often take precedence over formal legal ones.³⁹

Legal protection for the GI, under Law No. 20 of 2016, has substantial implications for both economic development and cultural preservation in Indonesia. The law provides communities with the ability to secure exclusive rights over their regionally-specific products, linking legal protection directly to local economic potential. For the MPIG Java Sindoro-Sumbing community, GI registration has created opportunities for premium pricing, market differentiation, and value-added activities, particularly in the export market. Sudirman et.al (2015) assert that GI registration helps local producers gain a competitive advantage by offering products with distinctiveness tied to geographical origin⁴⁰, and Sari (20120) further argues that such protection enhances the economic value of products, creating market opportunities that would otherwise be unavailable.⁴¹

The protection of the GI also plays a crucial role in cultural preservation. As DwiYanti et.al (2015) emphasize, GIs are not just markers of product quality but also symbols of a region's cultural identity, reflecting traditional knowledge and production methods.⁴² In the case of the MPIG

³⁹ See Santiago, Javier, Elias, Hafsa Azhari, Kai Andreas Nielsen, "The Politics of Exclusion: Discrimination Against Indonesia's Indigenous Peoples in the Legal System". *Indonesian Minority Justice Review* 1, no. 1 (2024); Rodiyah, Rodiyah, Siti Hafsyah Idris, and Robert Brian Smith. "Mainstreaming Justice in the Establishment of Laws and Regulations Process: Comparing Case in Indonesia, Malaysia, and Australia." *Journal of Indonesian Legal Studies* 8, no. 1 (2023): 333-378; Prakoso, Prakoso, Fathur Rohman, and Eko Handoyo. "Pancasila as a foundation for legal reform: Evaluating the impact of civic education on Indonesian legal systems." *Journal of Law and Legal Reform* 5, no. 3 (2024).

⁴⁰ Sudirman, Lu, Ampuan Situmeang, and Fiona Fiona. "Enhancing Geographical Indications Product Protection: A Comparative Study of Indonesia and India." *Journal of Judicial Review* 25, no. 2 (2023): 287-312.

⁴¹ Sari, Mieke Yustia, et al. "The Optimization of Geographical Indication Protection in The Realization of National Self-Sufficiency." *PADJADJARAN Jurnal Ilmu Hukum (Journal of Law)* 7, no. 1 (2020): 85-101.

⁴² DwiYanti, Monica, Hans Topril, and Antonius Satria. "The utorialization of technopreneurship to delevop Indonesian geographical indication products." *The*

Java Sindoro-Sumbing community, GI protection secures the traditional agricultural practices tied to the land, ensuring that future generations will be able to benefit from the same cultural and economic advantages. Moreover, by legally protecting the cultural identity embedded in their products, the community can resist exploitation by external parties who might otherwise attempt to profit from their heritage without contributing to its preservation. This resonates with Wahid (2017), who highlights that legal protection of GIs not only preserves intangible cultural heritage but also combats the dilution of cultural practices through commercialization.

Additionally, legal protection can trigger a multiplier effect, benefitting other sectors linked to the community's agricultural practices, such as tourism or local craftsmanship. Kurniawan (2019) discusses how the increased visibility of GI-protected products can lead to the development of regional tourism, as consumers are often eager to visit the regions where such products are made.⁴³ For the MPIG Java Sindoro-Sumbing community, this could mean the development of cultural heritage tourism, where visitors can learn about the traditional methods of coffee production, enjoy local food, and purchase GI-certified products.

Furthermore, the MPIG Java Sindoro-Sumbing community's experience provides a valuable comparison to other GI protection case studies within Indonesia and internationally, particularly regarding the effectiveness of legal protection for community development and cultural preservation. Indonesia's GI system, under Law No. 20/2016, was designed to safeguard products that have strong geographical ties, but the success of this system depends largely on local community engagement and their ability to navigate the formal legal framework.⁴⁴

International Journal of Management Science and Information Technology (IJMSIT) 18 (2015): 63-70.

⁴³ See Kurniawan, I. Gede Agus, and Kadek Januarsa Adi Sudharma. "Geographical Indication Protection of Tenun Gringsing Bali Fabric as A Society Cultural Heritage in Tenganan Pegringsingan." *Jurnal Magister Hukum Udayana (Udayana Master Law Journal)* 10, no. 3 (2021): 458.

⁴⁴ See also Antons, Christoph. "Geographical indications, heritage, and decentralization policies: the case of Indonesia." *Conference on Geographical Indications at the*

One key comparison is with the Toraja Coffee GI case in South Sulawesi, which has seen significant economic and cultural benefits from legal recognition. Fuad and Latjeme (2021) observe that the Toraja Coffee GI has contributed to higher incomes for local farmers, improved quality control, and stronger market access. However, he also points out that the success of Toraja Coffee was due in part to strong local governance and institutional support from both local and national authorities.⁴⁵ In contrast, the MPIG Java Sindoro-Sumbing community faced more significant challenges in formalizing the producer group and building the necessary organizational infrastructure to manage the GI. Indriyani and Putranti (2020) note that while the GI protection process is legally robust, its success depends on the community's internal capacity, which can often be an obstacle in more remote areas.⁴⁶

Another key example is the Bali Agrotourism and the Bali Coffee GI, where Ardana (2017) discusses how the legal protection of Bali Coffee has enhanced local livelihoods and promoted cultural sustainability. The experience of Bali Coffee illustrates the importance of combining legal protection with economic diversification, such as developing a strong tourism sector alongside agricultural production.⁴⁷ For the MPIG Java Sindoro-Sumbing community, while their GI registration may provide economic opportunities, there remains a need for broader economic strategies that incorporate the GI within a larger framework of regional development, including tourism, crafts, and education about sustainable agriculture.

Crossroads of Trade, Development and Culture in Asia-Pacific. Cambridge University Press (CUP), 2017.

⁴⁵ Fuad, Fokky, and Avvan Andi Latjeme. "Perlindungan Indikasi Geografis Aset Nasional Pada Kasus Kopi Toraja." *Jurnal Magister Ilmu Hukum: Hukum dan Kesejahteraan* 2, no. 2 (2021): 10-16.

⁴⁶ See Indriyani, Dewi, and Deslaely Putranti. "Perlindungan Indikasi Geografis oleh Masyarakat Perlindungan Indikasi Geografis Pasca Sertifikasi di Yogyakarta (Protection of Geographical Indication by Geographical Indication Protection Community (MPIG) Post-Certification in Yogyakarta)." *Jurnal Ilmiah Kebijakan Hukum* 15 (2021): 395-414.

⁴⁷ Ardana, I. Ketut. "Kinerja kelembagaan perlindungan indikasi geografis kopi kintamani." *Jurnal Agrobisnis dan Sosial Ekonomi Pertanian* 2, no. 1 (2017).

However, Yessiningrum (2015) warns that legal protection in Indonesia can sometimes be insufficient without the right institutional support.⁴⁸ As in the case of the Bandung Batik GI, where the legal framework for GI protection exists, internal challenges—such as lack of infrastructure, organizational capacity, and clear leadership—can impede the process. For MPIG Java Sindoro-Sumbing, these same challenges existed, particularly in terms of the formalization of the producer group and managing the registration process.

Conclusion

The legal assistance process provided to the MPIG Java Sindoro-Sumbing community was pivotal in enabling the community to formally protect their Geographical Indication (GI). The legal intervention successfully increased legal literacy, transforming the community from passive custodians of their heritage to active defenders of their intellectual property. Through a participatory model that respected local customs and decision-making processes, community members gained a deeper understanding of the legal tools available to protect their traditional knowledge and practices. The formal registration of their GI with the Indonesian Intellectual Property Office (DJKI) secured exclusive rights over their product, offering not only legal protection but also opening new opportunities for market access and economic growth.

Additionally, the legal process strengthened the community's organizational capacity, fostering collective action and improving internal governance structures. This empowered the community to manage their GI more effectively, ensuring the sustainability of both the economic and cultural value of their product. Overall, the integration of legal empowerment with local practices proved to be an effective means for protecting both the economic interests and cultural heritage of the community.

⁴⁸ Yessiningrum, Winda Risna. "Perlindungan hukum indikasi geografis sebagai bagian dari hak kekayaan intelektual." *Jurnal IUS Kajian Hukum dan Keadilan* 3, no. 1 (2015).

The success of the MPIG Java Sindoro-Sumbing community's GI protection provides valuable lessons for policymakers and non-governmental organizations (NGOs) working with similar rural or indigenous communities. Policymakers should consider the following recommendations:

1. **Simplify Legal Processes for Rural Communities:** Many rural communities lack familiarity with formal legal frameworks. Legal processes should be simplified and made more accessible to such communities, with clear explanations and support services that take into account local languages, cultural contexts, and decision-making structures. Legal empowerment efforts should be tailored to fit the community's unique characteristics, such as informal governance systems, to increase participation and comprehension.
2. **Foster Local Institutional Capacity:** NGOs and policymakers should invest in strengthening local organizations and cooperatives to ensure that community-based management of GIs is sustainable. This involves training programs in legal and business management, creating leadership development opportunities, and ensuring access to resources for long-term organizational viability.
3. **Promote Collaboration Between Legal Experts and Local Communities:** It is crucial to facilitate a dialogue between legal professionals and community members in order to bridge the gap between formal law and local practices. Legal advisors should be trained to use narrative-based and visual communication methods, while community members should be encouraged to actively participate in discussions about their legal rights. Community-driven legal education can foster a deeper sense of ownership and commitment to legal protections.
4. **Integrate GI Protection with Economic Development Programs:** Legal recognition of GIs should be linked to broader economic development strategies, such as promoting eco-tourism, sustainable agriculture, and local crafts. Policymakers should consider creating multi-sectoral initiatives that combine GI protection with efforts to build sustainable livelihoods in rural communities.

For NGOs, the focus should be on providing technical assistance, facilitating capacity-building, and offering financial support through grants or pro bono services. NGOs can also play an advocacy role in promoting the legal recognition of underrepresented GIs across Indonesia.

While this study has highlighted the immediate outcomes of legal assistance and GI protection for the MPIG Java Sindoro-Sumbing community, further research is needed to explore the long-term impact of legal empowerment on the community's social, cultural, and economic trajectories. Future studies could investigate:

1. Long-term Economic Sustainability: Research should track the long-term economic impact of GI protection on communities, including changes in income, market access, and the growth of associated industries (e.g., tourism, local crafts).
2. Cultural Preservation and Identity: Further studies could assess whether GI protection has contributed to the preservation and revitalization of cultural practices and local knowledge, as well as its effect on community identity and cohesion. It would also be important to explore how communities manage the intergenerational transmission of knowledge linked to the GI.
3. Institutional and Governance Strengthening: Future research should examine the evolution of local governance and organizational capacity in communities that have undergone GI registration. This could include looking at leadership structures, the ability to enforce standards, and how external partnerships (e.g., with NGOs, government agencies, or businesses) influence the sustainability of the GI.
4. Cross-Cultural Comparisons: Comparative studies between different communities in Indonesia or globally that have undergone similar legal processes for GI protection would provide valuable insights into best practices and common challenges. These comparisons could also offer recommendations for improving the integration of legal protection with local traditions and governance systems.

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DECLARATION OF CONFLICTING INTERESTS

The authors state that there is no conflict of interest in the publication of this article.

FUNDING INFORMATION

This project was funded by Universitas Negeri Semarang (UNNES), Indonesia.

ACKNOWLEDGMENT

This research would not have been possible without the support of various individuals and institutions. We extend our sincere gratitude to Universitas Negeri Semarang for providing the financial support necessary for the completion of this study. Special thanks go to our advisors for their invaluable guidance and constructive feedback throughout the research process. We also thank the members of the MPIG Java Sindoro-Sumbing community for their cooperation and insights, which enriched this study. Lastly, we appreciate the support from friends, family, and colleagues for their encouragement and motivation throughout the research and writing process.