

Improving Understanding of Intellectual Property Legal Protection

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Abstract

After Indonesia became a signatory to the General Agreement on Tariffs and Trade (GATT) in 1994, Indonesia already had regulations that became the legal basis for the protection of patents, copyrights, trademarks, trade secrets, integrated circuit layout designs, industrial designs, plant variety protection, and geographical indications. In Indonesia, of all the types of IP that have been written, only a few types of IP are quite popular, namely patents, copyrights, and trademarks. Based on the theory of legal awareness stated by Soerjono Soekanto, if someone knows a regulation then it is included in the category of having knowledge only. In fact, for each regulation, the community does not only stop at the level of knowledge but also the level of understanding, attitudes, and behavior to be able to know their legal awareness. In relation to IP regulations, the community (in relation to this community service activity, those who have the potential to own IP, namely Teachers and Students) is expected not only to stop at the level of knowledge but also at the level of behavior (in this case the expected behavior is, at least to record and/or register the IP they own). With the three pillars of IP stipulated, namely registration/recording, commercialization, and protection. IP regulations in Indonesia stipulate that IP that can be protected is IP that has been registered with the DJKI. In connection with the relative lack of understanding of high school/vocational school teachers and students in Semarang City related to the focus and three pillars of IP, it is urgent for the UNNES academic community to contribute significantly as a facilitator to improve the understanding of IP protection with a focus on Copyright for high school and vocational school teachers in Semarang City by conducting workshops and facilitating IP recording/registration.

Keywords: intellectual property, legal protection, recording, registration

INTRODUCTION

Digitalization is currently making business interactions increasingly global, seemingly without jurisdictional boundaries. Trade today is not only limited to tangible products and services, but also intangible products. These intangible products in this context refer to Intellectual Property (IP).¹ In fact, IP is not a new concept because it has been known for hundreds of years. In Indonesia, IP protection has existed since the Dutch colonial era, namely with the enactment of the Patent and Trademark Law.² However, until now knowledge and understanding of IP is still in its infancy.³

¹ Abdullah, Nurhidayah, Hanira Hanafi, and Nazli Ismail Nawang. "Digital Era and Intellectual Property Challenges in Malaysia." *Pertanika Journal of Social Sciences & Humanities* 29 (2021).

Singh, G. U. R. P. A. L. "Intellectual property rights in the digital age: challenges and solutions for copyright and patent protection." *Int. J. Adv. Res. Manage. Soc. Sci* 5 (2016): 143-150.

² Harnowo, Tri. "Law as Technological Control of the Infringement of Intellectual Property Rights in the Digital Era." *Corporate and Trade Law Review* 2, no. 1 (2022): 65-79.

³ Kirana, Raissa Diva, and Hernawan Hadi. "Pemahaman Pelaku Usaha Mikro Kecil Dan Menengah Terhadap Urgensi Penerapan Hukum Kekayaan Intelektual Terkait Merek Ditinjau Dari Undang-Undang Nomor 20 Tahun 2016 Tentang

IP, which is currently still an object of ownership, needs to be further educated among the Indonesian public. Those who do not yet understand the definition, concept, scope, and protection of IP have difficulty distinguishing between the various types of IP. For example, people still use the term patent to protect copyright, a type of IP that is distinct from copyright.⁴

To date, all regulations governing IP in Indonesia adhere to the first to file principle.⁵ This principle requires that anyone who wishes to obtain legal protection for IP they own or hold must register (for Copyright) and/or register (for other types of IP, for example Industrial Design, Trademark, Patent) with the Directorate General of Intellectual Property (DJKI). There is one type of IP that does not need to be registered to obtain protection, namely Trade Secrets.

In Indonesia, the Directorate General of Intellectual Property (DJKI) is a government agency authorized to manage the dissemination and legal protection of IP in Indonesia. To date, DJKI continues to provide education to the public directly society. DJKI's has a program named Guru KI (teacher of IP) shorten as RUKI. This program was launched in 2022.⁶

Each year, the DJKI determines the types of IP that will be the focus of its performance. In 2025, Copyright and Industrial Design are the types of IP that will be the focus of its program theme with the theme "Advancing Indonesia with Creative and Innovative Works of the Nation's Children that are Protected in the Digital Era". For this year, the theme uses mascots named Didi and Melodi. Didi represents young people who work through their thoughts and creativity using technological media, namely tablets, in designing products that can be protected through the type of industrial design IP. Meanwhile, Melodi represents young people who work through music that can be protected through copyright.⁷

Based on observations on several high schools and vocational schools in Semarang, several issues can be identified as challenges in protecting IP. These issues include the lack of knowledge and understanding of many students and teachers in Semarang, among others are the concept and regulations of IP in Indonesia, despite the availability of IP subjects; the application procedure for protection differs for each type of IP; IP can be exploited for commercial purposes, therefore, efforts are needed to prevent unauthorized parties from using IP.

Based on the stated above situation, in line with the spirit of the DJKI, the UNNES community service team focuses on disseminating information about IP and its protection, while also assisting with IP registration and recording. The appropriate target audience are high school and vocational schoolteachers in Semarang City. The consideration for choosing teachers as the audience at the service community for this year is that the teachers would transfer the knowledge to their students and their colleagues (both at the school they are assigned at the present and their colleagues at MGMP).

METHOD

The design of this activity generally begins with the identification of partners. After that, the project

Merek Dan Indikasi Geografis (Studi Di Dinas Koperasi Dan UMKM Surakarta)." *Jurnal Privat Law* 7, no. 1 (2019): 118-123.

Inayah, Inayah. "Kesadaran Hukum UMKM Terhadap Ketentuan Di Bidang Kekayaan Intelektual." *Law and Justice* 4, no. 2 (2019): 120-136.

⁴ Yanto, Oksidelfa, Susanto Susanto, Agung Nugroho, Bambang Santoso, and Rizal S. Gueci. "Sosialisasi kekayaan intelektual guna menumbuhkembangkan usaha dalam rangka menghadapi persaingan global pada revolusi 4.0." *Abdi Laksana: Jurnal Pengabdian Kepada Masyarakat* 1, no. 2 (2020): 240-245.

Simatupang, Taufik H. "Sistem Hukum Perlindungan Kekayaan Intelektual Dalam Rangka Meningkatkan Kesejahteraan Masyarakat." *Jurnal Penelitian Hukum De Jure* 17, no. 2 (2017): 195-208.

Sinaga, Niru Anita. "Pentingnya Perlindungan Hukum Kekayaan Intelektual Bagi Pembangunan Ekonomi Indonesia." *Jurnal Hukum Sasana* 6, no. 2 (2020): 144-165.

⁵ Indriani, Iin. "Hak Kekayaan Intelektual: Perlindungan Hukum Terhadap Hak Cipta Karya Musik." *Jurnal Ilmu Hukum* 7, no. 2 (2018): 246-263.

⁶ <https://banten.kemenkum.go.id/berita-utama/djki-mengajar-2022-program-unggulan-djki-perkenalkan-perlindungan-kekayaan-intelektual-sejak-dini>

<https://eventdjki.dgip.go.id/news/Sosialisasi-Kekayaan-Intelektual-di-SMA-Negeri-1-Kota-Bengkulu:-Memperkenalkan-Pentingnya-Pelindungan-Kekayaan-Intelektual-kepada-Generasi-Muda>

<https://www.dgip.go.id/index.php/artikel/detail-artikel-berita/djki-mengajar-ruki-goes-to-school-beri-edukasi-pentingnya-pelindungan-ki-di-bangku-sekolah?kategori=liputan-humas>

⁷ <https://www.dgip.go.id/index.php/artikel/detail-artikel-berita/djki-launching-maskot-tahun-tematik-hak-cipta-dan-desain-industri?kategori=Berita%20Resmi%20Desain%20Industri>

analyzes the situation and solutions to the problems faced by the partners, which will then become the focus of the proposal. The next stage is designing and creating activity materials. After that, the culmination of the community service activity that is the implementation.

The community service activities, designed to improve the legal protection of IP owned by participants, are carried out in three stages. These stages are as follows:

1. Brainstorming types of IP related to learning activities and daily life.
2. Disseminating regulations and education regarding the protection of IP types, their commercialization, and IP disputes.
3. Assisting in the recording and/or registration of IP owned by participants.

Points 1 and 2, the material delivery methods will use lectures and discussions. The methods used in this activity will refer to similar activities that have been implemented previously.⁸

RESULT & DISCUSSION

The Community Service program was held on Saturday, July 5, 2025, at the Borobudur Room, 3rd floor of the LPPM UNNES Building, from 9 a.m. to 12:00 p.m. WIB. Participants were school principals, vice principals, and teachers from 10 public and private high schools and 10 vocational schools in Semarang City.

The event details are as follows: opening by MC (M. Faizal, S.Pd., M.Si), national anthem Indonesia Raya, report by the committee chair (Irawaty, S.H., M.H., Ph.D), remarks and opening of the event by Drs. Sanyoto, M.Si, (the Head of the Center for Innovation, Intellectual Property, and Commercialization). In the first session, the material regarding the direction and policies of the Education Office regarding the Registration/Registration of Intellectual Property for high school/vocational schoolteachers in Semarang City was delivered directly by the Head of the Education and Culture Office of Central Java Province, Dr. Sadimin, M.Eng, and moderated by Godham Eko Saputro. In the second session, the moderator was Dr. Eng. Aldias Bahatmaka and the speakers were Irawaty, S.H., M.H., Ph.D who delivered copyright materials, Prof. Dr. Wara Dyah Pita who delivered industrial design materials, and Drs. Sunyoto, M.Si who delivered patent materials.

This community service aimed at disseminating knowledge and understanding of IP and its legal protection, optimal material content is certainly needed. In principle, the material that will be provided in the activity is guided by various regulations governing IP in Indonesia. These regulations are, among others: Law Number 28 of 2014 concerning Copyright, Law Number 31 of 2000 concerning Industrial Design, Law Number 13 of 2016 concerning Patents, Law Number 20 of 2016 concerning Trademarks and Geographical Indications.⁹ The materials were provided in the form of Power Point displayed during the activity and the

⁸ Amirulloh, Muhamad, Helitha Novianty Muchtar, and Kilkoda Agus Saleh. "Peningkatan Pemahaman Hak Kekayaan Intelektual Bagi Guru dan Siswa SMKN 4 Kuningan Jawa Barat." *Kumawula: Jurnal Pengabdian Kepada Masyarakat* 5, no. 2 (2022): 229-237.

Amirulloh, Muhamad, and Helitha Novianty. "Partisipasi Siswa dan Guru SMAN 13 Bandung Dalam Peningkatan Pemahaman Hak Kekayaan Intelektual." *Jurnal Kajian Budaya dan Humaniora* 5, no. 1 (2023): 38-42.

Sulistianingsih, Dewi, Rini Fidiyani, Pujiono Pujiono, Andry Setiawan, and Ivan Bhakti Yudistira. "Menumbuhkembangkan Penguasaan Kekayaan Intelektual Bagi Masyarakat Di Karimunjawa Kabupaten Jepara." *Jurnal Pengabdian Hukum Indonesia (Indonesian Journal of Legal Community Engagement) JPHI* 1, no. 1 (2018): 79-92.

Purwaningsih, Endang, Evie Rachmawati NA, and Basrowi Basrowi. "PENGETAHUAN DAN MOTIVASI MENDAPATKAN HAK KEKAYAAN INTELEKTUAL SISWA DAN GURU SMAN PURWOREJO JAWA TENGAH." *Community Development Journal: Jurnal Pengabdian Masyarakat* 4, no. 2 (2023): 5353-5359.

⁹ Law Number 28 Year 2014 concerning Copyright accessed via <https://peraturan.bpk.go.id/details/38690>

Law Number 31 Year 2000 concerning Industrial Design accessed via <https://peraturan.bpk.go.id/Details/45076>

Law Number 13 Year 2016 concerning Patents accessed via <https://peraturan.bpk.go.id/Details/37536/uu-no-13-tahun-2016>

Law Number 65 Year 2024 concerning the Third Amendment of Law Number 13 Year 2016 concerning Patents accessed via <https://peraturan.bpk.go.id/Details/306515/uu-no-65-tahun-2024>

sof file distributed to the participants after the activity.

After the speakers delivered the materials, the teachers were asked to complete a questionnaire to determine their understanding of the material. After the questionnaires were collected, the moderator administered a quiz to participants, the questions of which were derived from the complete questionnaires. Teachers actively participated in the quiz, and participants who correctly answered the questions posed by the moderator were awarded vouchers.

In general, out of a total of 47 participants, the participants' correct answers were 43 and 4 of them had 1 wrong response. The following is the questionnaire given to the participants and the correct answers to each statement.

TABLE 1. Statements and Correct Answers

Statements	Patent	Copyrights	Marks	Industrial Design
A type of intellectual property that can protect the results of innovation in the fields of technology, formulas, or methods.	√			
A type of intellectual property that can protect the design of a mass-produced product.				√
A type of intellectual property that can protect a business's reputation and differentiate it from other businesses in the form of, among other things, letters; colors; lines; and/or sounds.			√	
A type of intellectual property that can protect works in the form of books, songs or photos.		√		
Types of intellectual property that can be protected without registration because protection is granted automatically based on the declarative principle.		√		

Sources: Authors, 2025 (edited)

Based on the above data, it can be stated that the participants have received the knowledge shared by all the speakers well since from all the participants only 4 of them had 1 incorrect answer. Among all types of IP, the focus of the activity is copyrights since all the participants, at least, have copyrighted materials. That is the reason that the questionnaire has 2 (two) statements that the correct answers are copyright. Therefore, it could be concluded that the goal of the activity—that is the participants understand how the legal system to protect copyrights works as stated at the last statement of the questionnaire. Nevertheless, the participants also have been given the information about the procedures how to protect copyright, patent, mark, and industrial design based on the regulations. The procedure for copyright is named *pencatatan* (recording) which is different from the other types of IP. The document that can be used as legal proof for copyrights is automatically generated by system once all the required documents and payment submitted to the system while for patent, mark, and industrial design must be checked for substance of each application by examiner on DJKI.

With a view to get a more distinct data regarding the understanding of types of IP and how to protect each IP, the participants were asked to fill up two another questionnaire. The first questionnaire was filled up before the workshop (pre-test) and the second one after the workshop (post-test). Each questionnaire consists of statements and optional responses. The options for each statement are represented by number 1 to express do not agree, 2 to express disagree, 3 to express agree, and 4 to express strongly agree. The number of participants filled up both questionnaires are 46. The results are shown in the table 2 below:

TABLE 2. Tabulation

Statements	Pre-test Responses				Post-test Responses			
	1	2	3	4	1	2	3	4
I do not understand ...								
benefits of IP	1	2	3	4	1	2	3	4
types of IP	1	22	21	2	24	18	3	1
differences of IP types	2	12	26	6	22	20	3	1
the requirements and procedures to record	1	8	29	8	17	24	4	1

copyrights								
the requirements and procedures to register patent	0	6	29	11	21	20	4	1
the requirements and procedures to register industrial design	0	6	26	14	18	22	5	1
the requirements and procedures to register mark	1	5	27	13	18	20	7	1

Sources: Authors, 2025 (edited)

The results shown that the understanding of the participants of IP, the requirements and procedures to record and registers IP are increasing after the workshop. For example, the requirements and procedures to record copyrights—the number of participants who understand are higher compared to before they follow the workshop.

In addition to that the participants suggest that such workshop should be held in every schools. Furthermore they also suggest that there should be IP topic included to entrepreneur subject.

CONCLUSION

The community service activities carried out by the community service teams from universities are truly a synergy between the government and community empowerment efforts. These services, which focus on disseminating and assisting with intellectual property protection, remain highly needed. Based on the response given on the questionnaires by the high school and vocational school teachers attended the workshop it is safely to express that the activities achieved its goals.

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DECLARATION OF CONFLICTING INTERESTS

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

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