
**REVIEW OF INTELLECTUAL PROPERTY LAW ON MICRO, SMALL, AND
MEDIUM ENTERPRISE PRODUCTS OF SELAR FISH CRACKERS IN
WARNASARI VILLAGE, CILEGON CITY**

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) activities in Cilegon City are one of the growing business sectors to support the national economy.. For business actors starting a business, they need to think about the concept of business and intellectual property protection. In the business world, Intellectual Property can be one of the important elements because it can give the owner an advantage over the results of his invention. This study aims to determine the concept and product innovation of Micro, Small, and Medium Enterprises (MSMEs), Selar Fish Crackers in Warnasari Village, Citangkil District, Cilegon City, and to determine the legal protection of intellectual property for Micro, Small, and Medium Enterprises (MSME products), Selar Fish Crackers in Warnasari Village, Citangkil District, Cilegon City. This research uses qualitative methods and empirical juridical approaches. Where the research is conducted by looking at the law as a norm or *das sollen* and as a socio-cultural reality or *das sein* obtained directly from the research location. The data analysis technique uses descriptive analytical techniques. The results showed that the concept and innovation of MSMEs is the first step taken to develop the Akbar Jaya Fish Crackers business and protect intellectual property in its products, one of which is by registering the brand to the Directorate General of Intellectual Property to obtain legal certainty.

INTRODUCTION

Business activities have become an integral part of modern life. Every country is looking for ways to increase its growth through innovation, which has led to the business world continuing to advance. The role of innovation is crucial in the progress of a country. The field of trade, particularly Micro, Small and Medium Enterprises (MSMEs), is experiencing tremendous progress. For a long time, MSMEs have been recognized as a sector that increases income and reduces unemployment. It is expected that the empowerment of MSMEs can significantly improve the welfare of entrepreneurs or the community.

Micro, Small, and Medium Enterprises (MSMEs) have an important and strategic role in national economic development such in 2023 the number of Micro, Small, and Medium Enterprises (MSMEs) reached 64.2 million or 99% of all business units with a contribution of MSMEs to Gross Domestic Product (GDP) of 61.7% percent or worth 8,573.89 trillion rupiahs.

The contribution of Micro, Small, and Medium Enterprises (MSMEs) to the Indonesian economy includes the ability to absorb labor of approximately 117 million workers or 97% of the total national labor absorption. And can raise to 60.4 percent of the total investment (Sucipto, 2023).

In Indonesia, the spread of MSMEs is now growing so rapidly, one of which is the development of MSMEs in Banten Province, which is included in the Province of Indonesia. Banten, as a province with a dense population and high unemployment rate, is also faced with a serious poverty problem among its population. This situation can be seen in the following table (Cilegon, 2024).

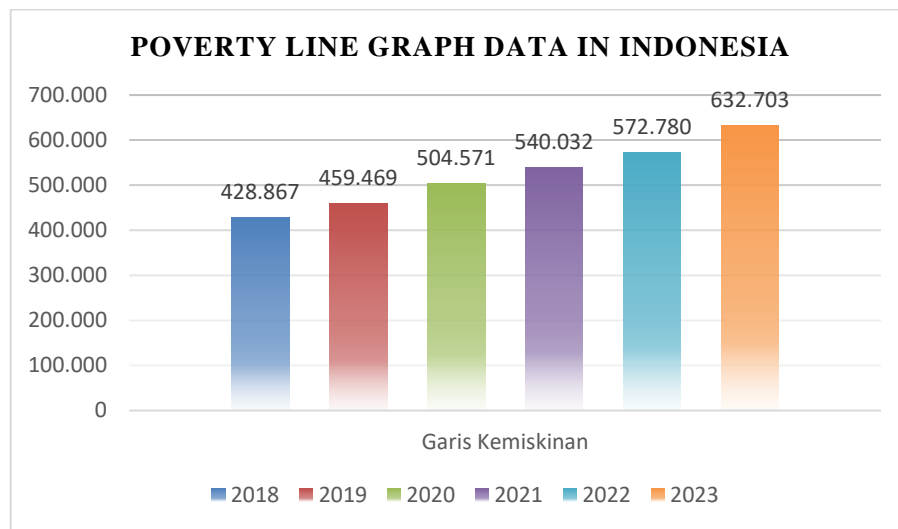


Chart 1

Poverty Line in Indonesia

Source: Cilegon City Statistics Agency

Based on the data graph above, it can be seen that the poverty rate tends to increase from year to year. To overcome this problem, various efforts are needed, including the creation of new jobs and increased utilization of resources, especially those that are local. One of the steps that can be taken is to develop the community, especially Micro, Small, and Medium Enterprises (MSMEs), which can create more local business opportunities in Banten Province. Based on data obtained from the Banten Province Office of Cooperatives and SMEs in 2023, the number of Micro, Small, and Medium Enterprises (MSMEs) in Banten Province was 422,429 units. Which is divided into Kab.Pandeglang 791 units, Kab.Lebak 3,447 units, Kab.Tangerang 167,649 units, Kab.Serang 67,694 units, Tangerang City 22,602 units, South Tangerang City 105,785 units, Serang City 2,101 units, and Cilegon City 52,360 units.

It can be seen from the table above that the number of Micro, Small, and Medium Enterprises (MSMEs) in Cilegon City can be said to be growing in developing MSMEs among other cities in Banten Province. Cilegon City is a city located in the province of Banten, Indonesia. Cilegon City is known as an Industrial City because the facts show that almost all of the coastal areas of Cilegon City are used as industrial land (Fitri, 2023). However, despite being synonymous with industry, the city has great potential to develop promising local products, especially in empowering Micro, Small, and Medium Enterprises (MSMEs), especially in the culinary field such as emping melinjo, couples with various flavors, milkfish satay, enggak cake, gipang, catfish meatballs, dapros crackers, sambel buroq, and rabeq. In addition, development potential is also open in the tourism sector, souvenirs, and Cilegon's

distinctive arts (Zahara et al., 2020). Based on data obtained from the Cilegon City Industry, Trade, and Cooperative Office in 2023, the number of Micro, Small, and Medium Enterprises in Cilegon City was 18,389 units. Which is divided into 18,351 units of Micro Enterprises, 8 units of Medium Enterprises, and 30 units of Small Enterprises.

The number of Micro, Small, and Medium Enterprises in Citangkil District is 2,974 units, consisting of 2969 units of Micro Enterprises, 2 units of small businesses, and 3 units of medium businesses. In connection with the object of research located in the city of Cilegon, precisely in the Warnasari sub-district, the number of Micro, Small, and Medium Enterprises (MSMEs) in the Warnasari sub-district is 115 units, consisting of 114 micro-businesses, and 1 unit of small business.

Micro, Small, and Medium Enterprises (MSMEs) have now spread to various regions, not only on a domestic scale, MSMEs have even reached an international scale with various types of businesses. This opens up opportunities for a wide marketing network. The advantages of MSMEs can be utilized to provide employment, increase the added value of regional products, and have great potential in improving welfare. In addition, awareness of the benefits of information technology for business actors can help in marketing and business development. This encourages business actors to be more creative and innovative so that their businesses are better known and can increase income.

However, in addition to the many advantages obtained from Micro, Small, and Medium Enterprises (MSMEs), it is inseparable from the shortcomings of the MSMEs themselves, including the lack of understanding and experience of SMEs in using digital technology hindering business development, most micro-business actors are still constrained in terms of capital and product quality instability and there are still many who have not registered their business brands so that they have not received legal protection for their business (Suwarni et al., 2019). Likewise, the phenomenon of Micro, Small, and Medium Enterprises (MSMEs) occurs in Warnasari Village, where many businesses have not developed due to the lack of role of the local government, including the village, RT, and RW. This includes the lack of socialization regarding MSMEs and the importance of trademark registration to obtain legal protection for MSME products. Not only that, the a lack of public interest to know more about the importance of Intellectual Property regarding trademarks for Micro, Small, and Medium Enterprises (MSMEs). A product produced by a creator or inventor certainly has a relationship with intellectual property. Intellectual property is becoming an increasingly interesting issue to study because intellectual property serves and contributes to the business world. Intellectual property is a right that is born as a result of a person's intellectual ability that produce a product in various fields that can be utilized by humans (Habibi & Saidah, 2020). To protect intellectual property, it is necessary to register intellectual property to have legal protection, one of which is in the field of trademarks. Trademarks are regulated in Law No. 20 of 2016 concerning Trademark Rights and Geographical Indications (Baihaqi et al., 2021). Trademarks can distinguish goods and/or services produced by persons or legal entities in the trading activities of goods and/or services (Permata et al., 2019).

Therefore, an understanding of MSME entrepreneurs when registering a trademark is needed so that it can raise legal awareness of how important it is to register a trademark to avoid abuse by other business actors. Although trademark registration is crucial, in reality, there are still quite a lot of MSMEs that have not registered their trademarks, this shows that there is still a lack of understanding and legal awareness of MSME entrepreneurs regarding trademark registration. Of course, it takes a contribution between the community and the government to develop intellectual property, especially in the field of trademarks (Jasmine, 2021). In the research discussing this topic (Sari, 2017) "Analysis of Factors Affecting MSME

Entrepreneurs' Awareness in Trademark Registration," Journal of Islamic Economic Law, addresses the factors influencing MSME entrepreneurs' awareness in registering their trademarks, emphasizing the importance of legal understanding and intellectual property protection (Wulandari, 2020). "The Level of Legal Awareness of MSME Entrepreneurs Regarding Trademark Registration in Indonesia," Journal of Legal Studies, evaluates the level of legal awareness among MSME entrepreneurs regarding trademark registration, finding that many entrepreneurs still lack an understanding of the importance of legal protection for their trademarks. Based on the description above, the author is interested in researching and examining issues related to Intellectual Property, especially regarding trademark registration of Micro, Small, and Medium Enterprises (MSMEs) products which can later be used as consideration for further research as outlined in a legal scientific work such as a thesis entitled "Review of Intellectual Property Law Against Micro, Small and Medium Enterprises Selar Fish Crackers in Warnasari Village, Citangkil District, Cilegon City.

METHOD RESEARCH

Based on the background and research objectives raised in this study, the method used in this research is a qualitative approach method. The qualitative approach is a research method based on the philosophy of postpositivism or interpretif, used to research natural object conditions, where the researcher is the key instrument, and the type of research used is empirical juridical. Empirical juridical research is intended in this study to analyze the problems that have been formulated must combine legal materials both primary, secondary, and tertiary. The data analysis technique uses descriptive analytics, where the research discussion and results are described through words based on the empirical data obtained. The data obtained in this study are qualitative or non-statistical.

RESULTS AND DISCUSSION

Concept and Product Innovation of Micro, Small, and Medium Enterprises (MSMEs) of Selar Fish Crackers in Warnasari Village, Citangkil District, Cilegon City

Cilegon City is a city located in Banten Province, Indonesia. Cilegon City is located in the northwestern part of Banten Province, Indonesia. The city borders Serang Regency to the east, the Java Sea to the north, and the Sunda Strait to the west. Cilegon City consists of 8 sub-districts and 43 urban villages with a population in 2024 estimated at 404,426 people and an area of 175.50 km² with a density of 2,304 people/km². Cilegon City consists of 8 (eight) Sub-districts, such as Cilegon Sub-district, Ciwandan Sub-district, Pulomerak Sub-district, Cibeber Sub-district, Grogol Sub-district, Purwakarta Sub-district, Citangkil Sub-district, Jombang Sub-district. Cilegon City is known as the "Steel City" because it is the location of PT Krakatau Steel, the largest steel producer in Indonesia. Cilegon City was formed based on Law Number 15 Year 1999. Along with the regional expansion of West Java Province, on April 27, 1999, the Administrative City of Cilegon was transformed into the Municipality of Cilegon. Based on Law Number 23 of 2020 concerning the establishment of Banten Province, Cilegon City is included in the territory of Banten Province (Azizah, 2023). In carrying out its economic functions and activities, the Cilegon City Government relies not only depend on the steel industry but other economic sectors, including Micro, Small, and Medium Enterprises (MSMEs) which are divided into several fields including culinary, crafts, and fashion.

In managing Micro, Small, and Medium Enterprises, a clear business concept or strategy is needed. In the business world, concepts are needed to run a business which will be the foundation of a business. Understanding the concept of the Cilegon City Office and SMEs

explains the interrelationship of concepts, applying concepts that can be used to solve problems. Based on an interview with Mrs. Heriyati, S.I, MM. as Head of the MSME Division, on Tuesday, June 24, 2023, at 9.00 WIB, “we create the concept of Micro, Small and Medium Enterprises (MSMEs) in Cilegon City appropriately and efficiently, and of course have the concept of standard operating procedures, market segmentation (the activity of dividing a market into different groups of buyers who have different needs, characteristics, or who may need different marketing products, then increasing the concept of using the internet because in Cilegon City there is still a lack of understanding of the use of social media, especially in selling or promoting MSME products through marketplaces.

Among the many Micro, Small, and Medium Enterprises (MSMEs) scattered in Cilegon City, Warnasari Village has MSMEs that are still of concern to the Cilegon City Cooperative and SME Office. These MSMEs still need support for their business progress by applying new concepts or innovations to their products. As stipulated in Law Number 20/2008 on Micro, Small, and Medium Enterprises, where Micro, Small, and Medium Enterprises (MSMEs) are organized in a comprehensive, optimal, and sustainable manner and obtain guarantees of business certainty and justice. One of the well-known Micro, Small, and Medium Enterprises (MSMEs) in Warnasari Village is Akbar Jaya Selar fish crackers. Micro, Small, and Medium Enterprises in Warnasari Village, especially Akbar Jaya selar fish crackers, need support and innovation to compete and grow. With the right support and continuous innovation, Micro, Small, and Medium Enterprises in Warnasari Village can grow more rapidly and contribute more to the economy of Cilegon City.

Based on the results of interviews conducted by researchers with Mrs. Terianah the owner of Akbar Jaya Selar Fish Crackers regarding the concept of her business, she said that Akbar Jaya Selar Fish Crackers is engaged in the production of snacks and focuses on customer satisfaction, therefore each product produced is made in such a way as to be differentiated from other competitors and always strives to meet customer needs by using quality materials. covers various aspects ranging from taste, raw materials, production processes, and marketing processes. (Mrs. Terianah as the owner of ikbar jaya selar crackers on Monday, January 10, 2024, at 10.00 WIB. Based on the interview above, the author argues that Micro, Small, and Medium Enterprises of Selar Akbar Jaya fish crackers prioritize product quality and customer satisfaction The concept of Micro, Small, and Medium Enterprises of Selar Akbar Jaya fish crackers is as follows:

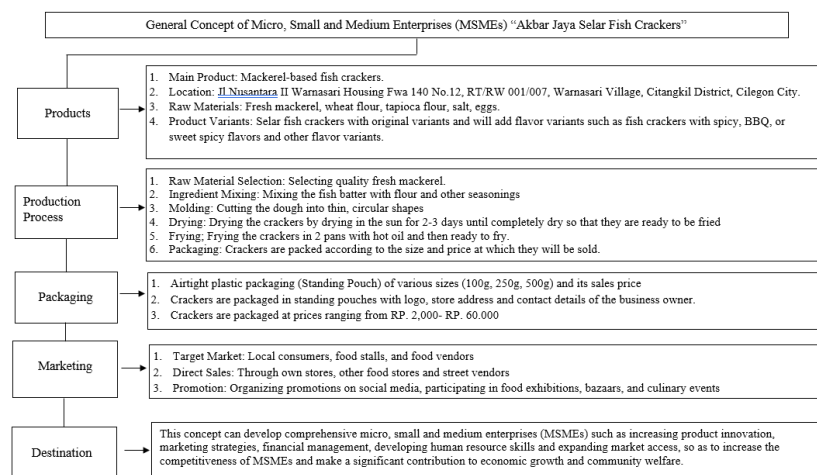


Figure 1
concept of Micro, Small, and Medium Enterprises selar Akbar Jaya fish crackers

In contrast to the concept of intellectual property, which refers more to legal rights that protect the creative or intellectual results of an individual or company, such as copyright, trade rights, patents, industrial designs, trade secrets, and other intellectual property to protect and provide incentives for creators or rights owners to utilize and generate profits from their work. Through legal protection, the concept of intellectual property helps create an environment that encourages research, innovation, and economic development. Thus in the concept of intellectual property according to Kholis Roisah, the concept of intellectual property is as follows:

Table 1
Concept of Intellectual Property

Source	Intellectual Creativity
Idea Form	Tangible/Materialized Form
Requirements	Original and Novelty
Result	Works of Art, Science, and Technological Findings (Invention)
Value Content	Economic and Moral Value
Consequences	Property Rights
Construction	Intangible Movable Property Rights
Rights Content	Exclusive Rights and Monopoly Rights
Type	Copyright and Industrial Property Rights

Source: Kholis Roisah, Legal Concept of Intellectual Property Rights equivalent press, Malang 2015: 10)

Not only is the concept needed in a business but community development is also needed, especially Micro, Small and Medium Enterprises (MSMEs) actors to create new businesses in developing products in Cilegon City. MSMEs have the potential to increase income and employment. However, from the above problems, the most important thing is the community's interest in MSMEs. Based on an interview with Even Anas Fauzan as the MSME Implementation Staff in the Intellectual Property Division of the Cilegon City Cooperative and UKM Office on Tuesday, June 24, 2023, at 9. 00 WIB “We as the government will certainly do something to empower Micro, Small and Medium Enterprises, especially in Cilegon City, such as facilitating capital or registering brands of Small and Medium Enterprises (MSMEs) products, besides that through the establishment of various laws and policies so that Micro, Small and Medium Enterprises can obtain certainty, opportunities, protection, and support for the widest possible business.” Based on the interview above, the existence of the Office of Cooperatives and SMEs in Cilegon City with its duties and functions is expected to be able to create good business for the development of MSMEs in Cilegon City.

No.	District	Processing Industry	Information and Communication	other service activities	Electricity and Gas Procurement	Waste Management and Recycling	Wholesale and Retail Trade, Repair of Cars and Motorcycles	Accommodation and Drinking Food Provision	Agriculture Forestry and Fisheries	Total
1.	Cibeber	339	2	313	1	0	1927	138	10	2730
2.	Cilegon	263	1	246	4	0	1103	409	33	2059
3.	Citangkil	312	2	205	10	4	1708	673	39	2953
4.	Ciwandan	79	4	77	0	4	1747	584	39	2534
5.	Gerogol	146	2	106	4	0	1222	714	43	2237
6.	Pulomerak	100	4	264	13	2	975	287	3	1648
7.	Purwakarta	82	4	237	5	3	1415	386	9	2141
8.	Jombang	267	1	128	3	0	1066	490	22	1977
	Jumlah	1588	20	1576	40	13	11163	3681	198	18279

Figure 2
Data Recapitulation of Micro, Small, and Medium Enterprises in Cilegon City in 2024

Source: Cilegon City Cooperative and SME Office

Based on the table above, the number of Micro, Small, and Medium Enterprises in each sub-district in Cilegon City has a different number. Of the 18,279 spread across 8 sub-districts, each sub-district or region often has a distinctive product that becomes the identity and pride of the area. These products not only reflect local culture and traditions but also have the potential to become an economic resource for the local community. The Office of Cooperatives and SMEs is an industry that has the authority to maintain business stability or business conduciveness owned by Micro, Small, and Medium Enterprises in Cilegon City. The existing business climate in Cilegon City is quite conducive and the Cilegon City Cooperative and SME Office has succeeded in maintaining business stability and conduciveness in Cilegon City. This can be seen from the number of Micro, Small, and Medium Enterprises owned by Cilegon City and is the result of the guidance of the Office of Cooperatives and SMEs in Cilegon City every year continues to grow.

Not stopping there, the next concept or strategy carried out by the Office of Cooperatives and SMEs in Cilegon City based on an interview with Mrs. Heriyati, S.I, M.M as Head of the Micro, Small and Medium Enterprises Division of Cilegon City, on Tuesday, June 24, 2023 at 9.00 WIB “The strategy that the agency carries out to maintain a good business for Micro, Small and Medium Enterprises in Cilegon city is to implement several programs, such as facilitating legality or licensing such as Business Identification Number (NIB), Household Industry Food (PIRT), Halal Certification, Shelf Life Test. In addition, it facilitates in the form of capital for Micro, Small, and Medium Enterprises who are hindered by costs in developing or registering their business products, then there is training that contains guidance or consultation on Micro, Small, and Medium Enterprises' products, then partnership facilities between Micro, Small and Medium Enterprises and cooperative partnerships, there are digitization and promotion facilities where we provide training in sales either directly or indirectly by utilizing existing technology such as selling Micro, Small and Medium Enterprises products through available marketplaces.

This is done of course to improve the skills or abilities possessed by human resources in a group of Micro, Small, and Medium Enterprises, especially Micro, Small, and Medium Enterprises in Cilegon City Based on the results of these interviews, the researcher argues that cooperation between product entrepreneurs and the Office of Cooperatives and SMEs can run effectively because of good cooperation between the government and umkm actors. The role

of the government, including the Cilegon City Cooperative and Micro, Small, and Medium Enterprises Office, is to facilitate micro, small, and medium enterprises to develop the businesses owned by micro, small, and medium enterprises. Based on the author's interview with Mrs. Heriyati, S.I, M.M as Head of the UMKM Division, on Tuesday, June 24, 2023 at 9.00 WIB. In addition to its role in facilitating capital, the Cilegon City Office of Cooperatives and Micro, Small and Medium Enterprises also distributes other assistance.

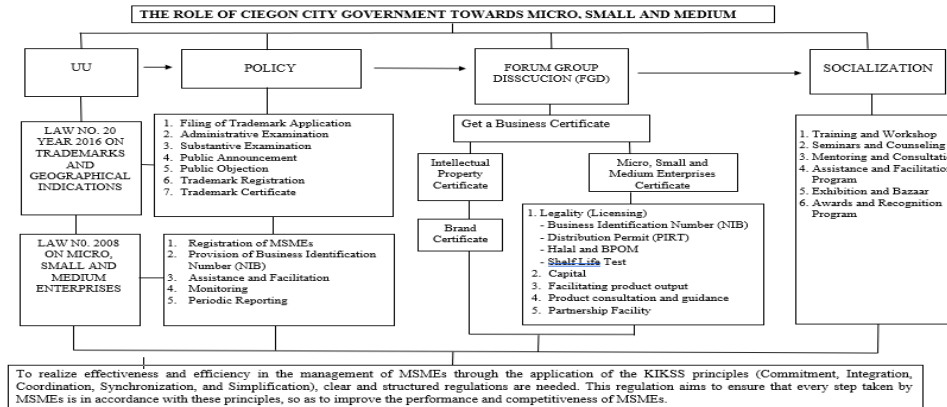


Figure 3

The Role of Cilegon City Government Towards Micro, Small and Medium Enterprises

If there are obstacles in business development, the Cilegon City Cooperative and SME Office provides efforts in the form of government assistance to help these Micro, Small, and Medium Enterprises develop their business with different innovations. The role of the Cilegon City Cooperative and SME Office in the development of Micro, Small, and Medium Enterprises such as Legality (Licensing). Licenses provided by the Cilegon City Cooperative and Micro, Small, and Medium Enterprises Office include NIB, Edar Permit (PIRT), Halal, BPOM, and Shelf Life Test. In addition to facilitating business legality, the Cilegon City Cooperative and UMKM Office facilitates capital funds for Cilegon City Micro, Small, and Medium Enterprises in the form of interest-free capital loans which are intended for MSME business actors. Not only that, the Cilegon City Cooperative and UMKM Office will facilitate product results by promoting product results which will be exhibited through a bazaar that is held 2x a year such as the Cilegon Expo (Cilegon City anniversary) and Cooperative Day (Harkop). Providing consultation and product guidance The Cilegon City Cooperative and SME Office provides training such as licensing, entrepreneurship, partnership, and business digitization training. Partnership Facilities in the form of Cooperation carried out must pay attention to the principles of mutual need, mutual strengthening, and mutual benefit, which facilities provide a place for processing a means of production, processing, marketing and capital, human resources, and technology. To join the Cilegon City Micro, Small, and Medium Enterprises partnership, the MSMEs must first be registered in the Cilegon City Cooperative and SME Office database and already have a business license. In this case, Akbar Jaya Selar Fish Crackers Micro, Small, and Medium Enterprises (MSMEs) have several advantages that can be an attraction and competitive advantage including:

Product quality by using high-quality fresh mackerel fish is different from fish crackers in general that use mackerel as raw material.

- a. Taste: Unique and delicious seasoning recipes, tender texture
- b. Product durability The period required to maintain product quality, in this case, Akbar jaya selar fish crackers, lasts for a week.

- c. Packaging, attractive packaging equipped with labels, addresses, and contacts of Micro, Small, and Medium Enterprises of Akbar Jaya Selar Fish Crackers.
- d. Affordable prices for various groups ranging in price from RP.2,000- RP.60,000.

Micro, small, and medium enterprises have many opportunities to improve the micro economy, including managing the micro, small, and medium enterprises of Akbar jaya selar fish crackers. These opportunities can be seen from the following side:

- a. Strategic location, where the area of Micro, Small, and Medium Enterprises of Akbar Jaya Selar Fish Crackers is located in Warnasari Village, and access to Merak Port is very close, this certainly facilitates access to distribution and raw materials for selar fish crackers.
- b. Tourist and Culinary Attractions. With the existence of tourist attractions around Cilegon City, the opportunities for Micro, Small, and Medium Enterprises in the tourism and culinary sectors are also quite large. The food, beverage, lodging, and regional souvenir businesses can be promising opportunities, especially for umkm fish crackers who want to expand their sales network.
- c. Digitalization and E-Commerce The current digital era opens up great opportunities for Micro, Small, and Medium Enterprises in Cilegon City to utilize technology and e-commerce platforms in developing their businesses. Training and support from the government to utilize digital technology is essential to improve the competitiveness of MSMEs. Micro, Small, and Medium Enterprises of selar fish crackers can utilize social media or certain marketplaces to sell their products to be known by many people.

Every field of any kind must have shortcomings, challenges, and obstacles in running its business, especially the Akbar Jaya selar fish crackers Micro, Small, and Medium Enterprises, these shortcomings can be seen as follows:

a. Product Quality

Product innovation in the form of a lack of innovation in the variety of products or flavors available can make customers bored and look for alternative products.

b. Cracker Production, the texture of crackers can become hard if the drying or drying process is less than the specified period.

c. Marketing

Limited Marketing, if marketing is only done traditionally and does not utilize digital platforms, market reach can be very limited and sales revenue is limited. In addition, weak branding, because the name and brand image are not strong, can make it difficult to distinguish products from competitors or less known to many people.

d. Packaging

The packaging of fish crackers still uses manual plastic and is not yet equipped with a halal logo, a certificate from the Food and Drug Administration (BPOM), and an expiration date.

e. Finance

Limited capital can hinder business development, product innovation, and market expansion.

By identifying and understanding these weaknesses, Akbar Jaya Selar Fish Crackers Micro, Small, and Medium Enterprises can take strategic steps to overcome existing challenges and improve their competitiveness and business sustainability. But besides the lack of small Micro Businesses, Akbar Jaya developing its business certainly has its challenges for its business such as changing business patterns that used to compete with traders in the market, but now compete with business actors who only capitalize on cellphones and internet quota, creating innovative and attractive products for consumers and lack of ability in digital

promotion and marketing. Micro, Small, and Medium Enterprises (MSMEs), especially MSMEs, Akbar Jaya Selar Fish Crackers in Warnasari Village, Citangkil District, Cilegon City, in developing their business, have obstacles. Based on an interview with Mr. Legiarto, these obstacles are as follows:

- a. The licensing process and regulations are complicated and long as well as the high cost of making umkm Akbar Jaya products now has not registered the brand to the Directorate General of Intellectual Property.
- b. Limited capital and other costs in starting or developing their business.
- c. Lack of knowledge about the importance of business innovation, business management, business licensing, marketing, technology, and finance for future businesses.
- d. Marketing, where it is difficult to get new customers, and product sales are limited to the area in Warnasari Village only.
- e. Lack of access and ability to utilize existing technology to develop their businesses.

Among the many challenges, shortcomings, and obstacles in running micro, small, and medium enterprises, there are all solutions based on the research I conducted. The solutions that can be done include seeking an easy and clear licensing process regarding regulations that apply to MSMEs, increasing product innovation or quality, optimizing low-interest loan programs for Micro, Small, and Medium Enterprises with limited capital, marketing and promotion, and digitalization. With the right strategy, Micro, Small, and Medium Enterprises in Cilegon City can take advantage of existing opportunities, overcome challenges, and overcome obstacles to achieve sustainable growth. Based on the information described above, researchers analyze that a business concept is very important where a clear and structured business concept is an important foundation for the success of Micro, Small, and Medium Enterprises (MSMEs). This helps provide a clear vision and direction, differentiate the business from competitors, encourage innovation, manage risk, and consistency in running the business.

Thus, efforts in developing a strong business concept are strategic steps for Micro, Small, and Medium Enterprises (MSMEs). To achieve the growth and sustainability of these umkm. Related to the concept of Micro, Small, and Medium Enterprises, no less important is the legal protection of intellectual property in Micro, Small, and Medium Enterprises products in Cilegon City. Intellectual property is a legal protection right for the owner of the ability of creative thinking that is expressed to the general public in various forms, which is useful in supporting human life because it has economic value. Intellectual property can be seen as compensation or encouragement to produce creative work. So it is necessary to get a proper reward for the results of its efforts. The scope of intellectual property consists of 7 branches, one of which is Trademark. A trademark is an identifying mark imposed by business actors on the products produced. Every Micro, Small, and Medium Enterprise (MSME) has a trademark for its business. Likewise, Mrs. Terianah has the brand "Akbar Jaya Fish Crackers" as an identifier for the products she produces. Legal protection of trademarks is very important for businesses to avoid business disputes in the future. Then, a brand that has been registered and has legal protection can also be one of the business development concepts with its advantages so that business products can compete in the free market and will certainly get more trust value from consumers for the business products produced.

Brand registration can also increase the income of Micro, Small, and Medium Enterprises. Because the brand has added value to a product. Apart from the products offered by a business, the brand or branding itself is very influential on the success of Micro, Small, and Medium Enterprises, especially brands that are planned to be used for a long period. From the consumer's point of view, the brand of a business is a picture of the quality of products or services offered. Based on the function of trademark registration as described, especially

against trademarks in Micro, Small, and Medium Enterprises (MSMEs) and due to the emergence of trademark protection of Micro, Small, and Medium Enterprises using trademark registration will further motivate work and increase competitiveness in business to increase the income of business actors. Thus, it is necessary to register the brand of Micro, Small, and Medium Enterprises “Akbar Jaya Selar Fish Crackers” to realize the concept and innovation of Micro, Small, and Medium Enterprises (MSMEs) Products based on Intellectual Property. Therefore, Intellectual Property can be a solution to make products or brands from Micro, Small, and Medium Enterprises (MSMEs) as differentiators and have advantages over other competitors. Mrs. Terianah as the owner of Micro, Small, and Medium Enterprises (MSMEs) “Akbar Jaya Selar Fish Crackers” also agrees with the above statement that Intellectual Property is important for business actors, she said that “actually Intellectual Property is important and needed for business actors like me, especially in the era of business competition like today.”

Legal Protection of Intellectual Property Against Micro, Small, and Medium Enterprises (MSMEs) Fish Crackers Products in Warnasari Village, Citangkil District, Cilegon City.

Legal protection is used to protect the rights owned by the creator or right holder from various forms of legal authors that may occur such as piracy and other fraudulent acts. The purpose of legal protection itself is so that the party who has the right can exploit his brand comfortably and then create a climate that allows the person to create a brand by producing creations or investments reveal the work or brand created form and method of work as well as the benefits of wealth obtained by the person can safely and comfortably express because the law provides protection otherwise the community can be accompanied to enjoy or its users based on a license or will develop with more advanced.

In connection with protection, Micro, Small, and Medium Enterprises of Akbar jaya selar fish crackers are also expected to get legal protection due to concerns about counterfeiting, claiming, and taking Akbar jaya selar fish crackers products, therefore there is a need for legal protection. The form of legal protection itself for intellectual property is the process of applying for registration of IP, such as Copyright, Trademark, Patent, Industrial Design, and Integrated Circuit Layout Design. Legal protection is a preventive and repressive action. About legal protection, distinguish legal protection into 2 parts as follows:

1. Preventive protection, a legal subject who is allowed to file an objection or opinion before a government decision gets a definitive form or prevents the occurrence of a dispute. for example, a brand that is prevented from being controlled by others is prevented in advance so that it is registered through the Directorate General of Intellectual Property (IP).
2. Repressive protection, legal protection to resolve disputes by general courts and administrative courts in Indonesia is included in the category of legal protection.

Based on an interview with Mr. Even S.Kom as the MSME Implementation Staff in the Intellectual Property Division of the Cilegon City Cooperative and UKM Office “On Tuesday, June 24, 2024 at 11.00 WIB” our steps or progress in implementing the protection of a product in Cilegon City by providing facilities in the form of intellectual property registration for umkm products and even those that have only registered their trademarks are only around 197 out of 18,279 MSMEs The following is data on Micro, Small and Medium Enterprises that have registered their trademarks.

Then the Cilegon City Cooperative and SME Office facilitates the registration of intellectual property for Micro, Small, and Medium Enterprises' products on the condition that Micro, Small, and Medium Enterprises in Cilegon City have been registered in the database of the Cilegon City Cooperative and SME Office, business licensing is complete, capital and partnership networks and marketing have been fulfilled, then they are allowed to register their

products. On the other hand, if the business legality has not been fulfilled, the Cilegon City Cooperative and SME Office will first facilitate the product development of Micro, Small, and Medium Enterprises. Therefore, the Cilegon City Cooperative and SME Office provides an opportunity every month to 10 Cilegon City Micro, Small, and Medium Enterprises who want to register their products and obtain intellectual property certificates (Trademarks). The legal basis is important, the legal basis can be used as a guideline in this case to carry out legal protection of IP. Regarding the legal basis, based on an interview with Mr. Even S.Kom as the MSME Implementing Staff of the Intellectual Property Division of the Cilegon City Cooperative and UKM Office “On Tuesday, June 24, 2024, at 11.00 WIB” said as follows:” For regulatory issues, the Law on MSMEs already exists Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, however, there is no Regional Regulation specifically regulating business development.”

There is a legal basis that regulates the development of Micro, Small, and Medium Enterprises in Cilegon City in the form of a law, but the regulation does not exist. However, the owners of these products are reluctant to apply for registration with the Directorate General of Intellectual Property (IP). According to Mr. Even S.Kom the Staff Implementing UMKM Intellectual Property Division of the Cilegon City Cooperative and UKM Office “On Tuesday, June 24, 2024, at 11.00 WIB”. In his interview, “Initially, they did not register their products, due to lack of business capital, lack of knowledge about the importance of registering Micro, Small and Medium Enterprises and the high cost of brand rights for businesses that were just starting. For this reason, business actors took the initiative to register their Micro, Small, and Medium Enterprises products only and there was also the role of the Cilegon City Cooperative and UKM Office which contributed to the business group.

According to Mr. Legiarto is the owner of Micro, Small, and Medium Enterprises (MSMEs) “Akbar Jaya Selar Fish Crackers” in Warnasari Village, Citangkil District, Cilegon City. Trademark Law Number 20 of 2016 concerning trademarks and geographical indications also emphasizes that it is important to protect trademark rights due to each product, which in this case is the owner of the product in the city of Cilegon. Based on the trademark law, umkm products include intellectual property that is protected by the government, especially umkm products of selar fish crackers in Warnasari Village, Citangkil District in Cilegon City. However, in everyday life, product producers lack insight and knowledge about the importance of intellectual property. In real life, business owners face obstacles such as a lack of knowledge and insight into the importance of trademark rights in intellectual property (IP), a lack of legal awareness of Micro, Small, and Medium Enterprises product entrepreneurs to register products because there is no need to have registration, lack of capital and limited access to payment is a major problem, especially in terms of marketing and developing products and the high cost of registering trademark rights to the Directorate General of Intellectual Property and the complicated process of registering trademark rights to the Directorate General of Intellectual Property so that it takes a long time.

The government, especially the Cilegon City Government, also has obstacles in dealing with intellectual property issues such as the lack of awareness of micro, small, and medium business actors of the importance of intellectual property protection due to complicated processes and expensive costs, the lack of strategy between business actors, in this case, umkm actors with government elements, the Office of Cooperatives and SMEs and the Ministry of Law and Human Rights and the lack of attention of the Cilegon City Government to local products in the city of Cilegon as evidenced by the absence of local regulations governing the legal protection of Micro, Small and Medium Enterprises product owners in Cilegon City. The

efforts made by the Cilegon City Government to realize intellectual property protection include.

1. Facilitate cost-constrained MSMEs to obtain intellectual property rights for their products.
2. Carry out coaching or training related to umkm products both from licensing (NIB, PIRT, HALAL, BPOM), capital, product innovation, partnerships, and digitalization.
3. Carry out product marketing through promotions carried out through bazaars or festivals of Micro, Small, and Medium Enterprises.

In addition to the efforts of the Cilegon City Cooperative and SME Office, various education and socialization regarding intellectual property are conducted for MSME players to protect and utilize their intellectual property optimally. The following are some forms of education or socialization carried out:

1. Training and Workshop
2. Seminars and Counseling
3. Mentoring and Consultation
4. Assistance and Facilitation Program
5. Exhibition and Bazaar
6. Awards and Recognition Program

With these various education and socialization efforts, the Cilegon City Cooperative and SME Office is trying to increase the awareness and knowledge of MSME players regarding the importance of intellectual property. In addition, the challenges of the Cilegon City Government in the future intellectual property rights system include creating a more developed umkm climate and competitive investment facilities, increasing technological developments in promoting resources, especially Micro, Small, and Medium Enterprises products so that they can compete with the global market and increasing invention and innovation in Micro, Small and Medium Enterprises products. According to Mr. Legiarto as the owner of the Micro, Small, and Medium Enterprises (MSMEs) "Akbar Jaya Selar Fish Crackers" now cannot be registered but Mr. Legiarto has plans to register the factor. According to Mr. Legiarto, brand protection must be done so that there is no piracy between brands that are the same as others, especially in Micro, Small, and Medium Enterprises (MSMEs), which have soared, individuals are competing in making products and even many have been marketed, that's where we have to have a plan so that our brand cannot be equated by others. According to Mr. Legiarto, he considers Akbar Jaya's Selar Fish Crackers to be very important and influential in his life. If running the business has not been given legality, it has an impact on other things, for example, against other business actors, other people claim or imitate the brand if it falls to people who are not responsible for imitating the brand. Then it can be said as a form of trademark irregularities. To avoid the occurrence of trademark irregularities or not claimed by other business actors, legal protection is provided by conducting the application process for Intellectual Property (IP) such as trademarks, which are related to Akbar Jaya's Selar Fish Crackers. If you have done the process of registration of protection, the principle of legality or legal certainty exists from other businesses will not make claims or imitate the trademark.

Registering a trademark registered by the perpetrators of Micro, Small, and Medium Enterprises will be free from acts of intellectual property infringement and can be strong evidence in the event of a dispute in the realm of the Court. Based on the theory used in the research of Micro, Small, and Medium Enterprises in the form of Intellectual Property Theory which consists of reward theory. This theory explains that a person who has successfully discovered or created intellectual works needs to be given recognition and appreciation in the form of protection of his works in return for these creative efforts. In this theory, Micro, Small, and Medium Enterprises, especially Akbar Jaya's Selar Fish Crackers, get rewards from the

local government related to the results of their hard work in producing their creative works. This can be in the form of recognizing the protection of their products to create advantages for their products that have economic value when competing in the market.

Second, is recovery theory. This theory explains that the creator or inventor is entitled to reciprocity to produce something where in the process he has sacrificed time, energy, and costs in the form of recovering inventions that are beneficial to the public. In this theory, Akbar Jaya Selar Fish Crackers Micro, Small, and Medium Enterprises can obtain reciprocity in the form of consumer trust and interest in their products. This is because products that have been registered are products that are more trusted and guaranteed quality. Furthermore, there is the Incentive theory. This theory explains that inventors and creators need incentives for their efforts to spur the development of useful inventions and research. In this theory, Akbar Jaya Selar Fish Crackers Micro, Small, and Medium Enterprises can obtain incentives in the form of capital funds, policies, or facilities provided by the government to spur business development.

The last theory of Intellectual Property is risk theory (Risk) This theory explains that Intellectual Property is a work that contains risk, which can allow others to first discover the method or improve it, so it is reasonable to provide legal protection for efforts or activities that contain these risks. In this theory, Akbar Jaya's Selar Fish Crackers Micro, Small and Medium Enterprises can be more effective in measuring, and managing risks, which in turn will help them overcome challenges and make better use of opportunities for their business. Not only intellectual property theory, but there are also still several other theories that support the research of Micro, Small, and Medium Enterprises including Business Theory and legal protection. The concept of business in general is the action and process of the company in supporting its business activities to gain benefits between parties. In this theory, the economic value contained in Akbar Jaya's Selar Fish Crackers Micro and Medium Enterprises which has a competitive value for its products can be utilized in economic value by Akbar Jaya's Selar Fish Crackers.

In addition, the protection of intellectual property can provide guarantees to consumers of the quality of their products. Meanwhile, the theory of protection consists of preventive and repressive. Preventive legal protection means that the business actors have registered their products to the Directorate General of Intellectual Property so as not to be claimed by others. Repressive protection is the occurrence of a case when someone uses the brand without the permission of the owner, meaning that after the case then the new law acts to do the settlement.

CONCLUSION

Based on the problem formulation and discussion, the researcher concludes that the business concept of UMKM “Akbar Jaya Selar Fish Crackers” in Warnasari Village, Citangkil District, Cilegon City, emphasizes product quality and innovation. This business concept is important for efficient development, including product assistance, FGDs, socialization, education, and the registration process until the certificate is issued. Legal protection through Intellectual Property registration with DJKI is also important so that the products of “Akbar Jaya Selar Fish Crackers” are not claimed by other parties, including legality protection such as NIB, PIRT, BPOM, Halal, and Shelf Life Test, as well as support in capital, consultation, and partnerships.

Researchers suggest that MSME actors better understand the importance of Intellectual Property protection, such as trademark registration, which can provide great benefits in business development and legal protection. Government agencies should also be more thorough and sensitive in facilitating MSMEs. MSMEs' awareness of Intellectual Property

protection needs to be increased to create competitive business competition, with socialization from the Department of Industry and Trade and MSMEs regarding Trademark registration to the DJKI so that MSME programs and facilities run optimally.

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