

## **Tangkil Crackers: Development Support With One Village One Brand**

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### **Abstract**

Intellectual Property plays an important role in supporting Micro, Small and Medium Enterprises (MSMEs). In Curug District, Serang City, MSME players in Cipete Village produce tangkil crackers from melinjo fruit, but do not yet have an official trademark. This service activity was carried out in three stages: preparation, implementation, and evaluation. The preparation stage included visits to Cipete Village and MSME players. The implementation stage includes socialization of collective trademark and the One Village One Brand program. The evaluation stage focused on collective trademark registration and its use for business development. The results showed that registering a collective trademark is very important for product protection and increasing competitiveness. This service activity significantly contributes to the development of MSMEs by providing practical guidance in utilizing intellectual property.

Keywords: Intellectual Property, MSMEs, Collective Trademark, One Village One Brand, Cipete Village

### **INTRODUCTION**

Intellectual Property, or commonly known as IP, is an progressively curiously issue to think about since of its progressively deciding part within the quickened rate of national advancement, particularly within the period of globalization with the advancement of financial perspectives and ethical perspectives that reward human inventiveness (Makkawaru, et.al., 2021). IP may be a right that emerges as a result of considering and making a preparation or item that's advantageous to people (Rizkia & Ferdiansyah, 2022). IP incorporates a few angles such as Trademark, Copyrights, Patent, Industrial Design, Trade Secrets, Integrated Circuit and Layout Design, and Geographical Indications, all of which play a significant part in supporting the trade division, including Micro, Small and Medium Enterprises (MSMEs).

MSMEs activities become a pillar of the national economy with a significant contribution to job creation and economic growth, mainly due to their ability to innovate at relatively low cost and simple technology (Dwi Ananda & Susilowati, 2017). MSMEs train people to have high skills, inovative, and productive, so that they are able to compete in local and worldwide markets (Sulasno & Dwisvimiar, 2022). The government does not depend on technology-based mechanical divisions, but looks to create MSMEs by refers to the concept of local economy development. The strength of MSMEs in building the Indonesian economy is due to their advantages in a few variables such as the ability of specific focus, national flexibility, low costs, and speedfactors such as specific focus capabilities, national flexibility, low costs, and speed of innovation (Nurfadilah, 2018).

MSMEs activities are certainly closely related to the creation of business products. MSMEs actors continue to compete with each other in product development and marketing. Of course, these products ultimately require IP protection (hereinafter abbreviated as IP), which helps protect operators from the possibility of unauthorized use of their proprietary rights (Arifin, et.al., 2023). The use of IP for MSMEs is important in the world of marketing. The success of a company is not only determined by the excellence of product quality, policies, strategies, services, and sales, but there are other important considerations. It's about building good relationships between producers and consumers in a sustainable way. For example, identifying brands that are able to motivate consumers to buy (Sulistiono & Mulyana, 2020).

The MSMEs trademark functions as an image of the products produced. Therefore, trademark registration is necessary to obtain protection of exclusive rights, such as economic and moral rights, as well as legal certainty in the event of unauthorized use of the trademark by a third party (Permata,et.al., 2019). A trademark is a mark with a specific name, personal in nature and represents a distinguished in trading activities with similar goods and/or services, as well as with similar goods and/or services belonging to other parties. It is a guarantee of quality compared to service (Praha, 2021).

Legal protection of IP in Indonesia is fully supported by various ministries and institutions through the national movement #BanggaBuatanIndonesia inaugurated by President Joko Widodo on May 14, 2020. This movement aims to support Indonesia MSMEs affected by the Covid-19 pandemic through a digital platform, which is run by the Directorate General of IP of the Ministry of Law and Human Rights of the Republic of Indonesia. DJKI gives simple enlistment of trademarks, copyrights, industrial design and patent through the location [merdekabuatanindonesia.dgip.go.id](https://merdekabuatanindonesia.dgip.go.id), as well as giving motivations within the frame of lower application rates. In 2020, the number of IP enlistments by MSMEs come to 2,924 for trademark, 156 for mechanical plans, 731 for licenses, and 7,479 for copyrights, reflecting expanding mindfulness among MSMEs of the got to secure mental property rights, particularly within the zones of copyright and trademarks. (Directorate General of Intellectual Property, 2020).

Serang City, according to data obtained from the Agriculture Office, in 2022 it was recorded that Melinjo is the commodity with the largest production, namely 47,166 km with Curug District as the most productive district (Badan Pusat Statistik Kota Serang, 2023). Curug Area comprises 10 sub-districts, to be specific Kemanisan, Pancalaksana, Tinggar, Cipete, Curugmanis, Sukalaksana, Sukawana, Curug, Sukajaya, and Cilaku.

Cipete Village is one of those that utilizes melinjo, SMEs actors in Cipete Village use melinjo which has become crumbs for making tangkil crackers.

The problem identified in the tangkil crackers SMEs in Cipete Village which is the assessment of this service activity is that they do not have a registered trademark for their products. This can be seen from the packaging which still only uses plain plastic when distributed. Trademark for MSMEs players function as an image of the products produced. Therefore, trademark need to be registered to obtain protection for exclusive rights in the form of economic and moral rights and to obtain legal certainty if a third party uses the trademark without permission (Permata, et.al., 2019), so that the consequences if a trademark is not registered, one of which will be misuse of the trademark or product (Arifin & Iqbal, 2020), as well as tangkil crackers products that need to be protected by registering through the One Village One Brand collective trademark.

## **METHOD**

The implementation of community service program, community partnership program is carried out in three stages, the first stage is the preparation stage. At this stage, the service group conducted a preparatory study to see the conditions in the partner field. In this service, the problems faced by partners are sought in assisting collective trademark making training through One Village One Brand for SMEs in Serang City.

The next stage is the implementation stage of community service program, community partnership program activities. The implementation of community service program, community partnership program activities is packaged using a workshop, education, and training approach. Activities are carried out using lecture, discussion, and question and answer methods. At this stage, the dedication carried out mentoring activities in creating collective trademark through One Village One Brand for local food small and medium industries in Serang City in the form of: first, providing assistance in making trademark name plans; second, providing special briefings on how to submit SMEs trademark applications; third, providing special briefings on the computerized trademark registration system in DJKI e-filing; fourth, inaugurating and raising One Village One Brand collective trademark in Serang City.

The last stage is the evaluation stage. At this stage, an evaluation of the results that have been achieved by the MSEs participants is carried out. Feedback and further improvements can be made at this stage. Assessment is given by collecting data obtained from the exercise. Evaluation is carried out by collecting data obtained from activities. The data is taken by summarizing the understanding of the SMEs actors delivered by the

lecture method and continued with questions and answers discussions, as well as from the results of the development of this community service program, community partnership program activity. The marker of the achievement of the benefit objective is the belief that 80% of SMEs actors understand the importance of securing IP, while the indicator of achievement for the goal is the achievement of four activities from this community service program, community partnership program.

## **RESULTS AND DISCUSSION**

The results of the implementation of this community service program, community partnership program activity, are described through the implementation of three stages, such as:

### **a. Preparation Stage**

We prepared for the beginning of the research by visiting the Cipete Village Office and two business actors of Tangkil Cracker SMEs, namely Mrs. Asmariah and Mr. Mustoya. Mrs. Asmariah has been pursuing the Tangkil Cracker SMEs (hereinafter abbreviated as SMEs tangkil crackers since 2014. It is known that the tangkil crackers products that will be sold are packaged in a total of 45 pieces at a price of Rp15,000,00. Neither Mrs. Asmariah nor Mr. Mustoya have given a trademark to the tangkil crackers products they sell. Data collection is also carried out on the village side. Based on data obtained from the archives of the village office, of the 17 RTs in Cipete Village, there are only 11 RTs whose residents are still active as SME actors. The 11 RTs include, RT 01, RT 02, RT 03, RT 06, RT 07, RT 09, RT 10, RT 11, RT 14, RT 15, and RT 17. Of the 11 RTs, 6 of them are residents who are mostly tangkil crackers SMEs. The 6 RTs include RT 17, RT 6, RT 1, RT 2, and RT 9, while the other 5 RTs are Tapai and Tempe SMEs.

Based on this information, the most prominent potential in Kelurahan Cipete is the trade of tangkil crackers products and one of the problems for tangkil crackers SMEs is the absence of an officially registered trademark for their goods. Tangkil crackers products are still wrapped in ordinary plastic and then tied with staples.

Based on these problems, we discussed with the Cipete Village to develop a plan for implementing socialization on collective trademark protection through the One Village One Brand program to the tangkil crackers SMEs in Cipete Village. This socialization is expected to make the community, especially the tangkil crackers SMEs in Cipete Village, understand the importance of trademark registration and be willing to register their trademark collectively.

b. Implementation Stage

This stage is carried out through workshops, in the form of socialization with two stages, namely by conducting activities in the form of the first socialization and the second socialization regarding collective trademark protection for the development of local food ingredients, where the local food ingredients referred to here are tangkil crackers originating from Cipete Village.

The first socialization was carried out in the Cipete Village office hall which was attended to by 15 tangkil crackers SMEs and three resource persons who were the Community Service Team and one representative resource person from the Banten Regional Office of the Ministry of Law and Human Rights who gave fabric on the meaning of collective trademark, the meaning of OVOB, the contrast between collective trademark and individual trademark, administration strategies and conditions for collective trademark enrollment to the SMEs.

The enthusiasm of SME actors in this socialization activity and they feel that registration with a collective trademark is suitable for their product led to the decision for them to immediately hold a discussion for the formation of an association of tangkil cracker SME actors, where the creation of this association is one of the important requirements for registering a collective trademark. Based on the results of the discussion, the name of the approved association is "Cipete Village Krutang Business Group" with the following structural structure:

|                 |                  |
|-----------------|------------------|
| Chairman        | : Junariah       |
| Secretary       | : Asmawati       |
| Treasurer       | : Tati Rusdiyati |
| General Section | : Asmariah       |
| Member          | : Romlah         |
|                 | Siti Aisah       |
|                 | Siti Soleha      |
|                 | Sur'ah           |
|                 | Sunia'ah         |
|                 | Nurhayati        |
|                 | Hj. Kannah       |
|                 | Tarmini          |
|                 | Fatimah          |
|                 | Siti Sunanijah   |
|                 | Rohayati         |

The tangkil crackers SMEs group will be legalized through a decree made by the sub-district. The logo to be used by the group members was also determined in this discussion. Group members agreed that the name of their tangkil crackers product trademark is “Krutang Kece” whose logo design will be displayed during the second socialization activity.

The second stage of socialization activities was carried out to discuss plans for collective trademark provisions, approval of collective trademark logos, and signing of agreements for tangkil crackers SMEs members in the Cipete Village office hall with members of tangkil crackers SMEs who were agreed upon in the first socialization activity as participants. The Krutang Business Group Association of Cipete Village in this second socialization activity was ratified through the Cipete Village Decree Number 470/087.Kel.Cipete/VII/2024 concerning the Formation of the Micro, Small and Medium Enterprises (UMKM) Group "KRUTANG KECE". After the association was established, a draft was prepared regarding the provisions for collective marks, which in Article 46 paragraph (2) of Law Number 20 of 2016 concerning Marks and Geographical Indications are mandatory requirements that must be attached to the registration of collective trademark.

The collective trademark provisions contain the background of the collective trademark, the name of the institution. Collective trademark name, product types and variations, product characteristics, product properties, production methods, institutions and governance, supervision system, product labeling and packaging, product marketing, sanctions for violations and organization of use of the collective trademark which are then signed by all members of the Krutang Business Group Cipete Village.

The tangkil crackers product trademark discussed in the first socialization activity was also displayed and agreed upon. The trademark named "Krutang Kece" which is an abbreviation of "Kerupuk Tangkil Kelurahan Cipete" is included in the red logo in the shape of a circle with a picture of the tangkil fruit placed in the middle as a symbol of the characteristic of tangkil crackers products which are made using this fruit, and the year 2008 is included in the logo to show that the tangkil crackers SMEs has been around since 2008. This year was taken from the experience of one of the longest-standing tangkil crackers SME actors in Cipete Village. The Logo is can be seen in Figure 1.



Figure 1. Collective Trademark Logo of “Krutang Kece”

c. Evaluation Stage

The "Krutang Kece" trademark has been registered as a collective trademark for micro, small and medium enterprises with application number KID2024071386 on July 30 2024 that can be seen in Figure 2. The current status of the "Krutang Kece" trademark is in the announcement period with announcement number BRM24118A on August 2 2024.

|  |                                      |
|--|--------------------------------------|
| No. Permohonan<br><b>KID2024071386</b> | Tgl. Permohonan<br><b>2024-07-30</b> |
|--|--------------------------------------|


**KRUTANG KECE 2008**

Status

(TM) Masa Pengumuman (BRM)

Detail

|  |   |
|--|---|
| NOMOR PENGUMUMAN<br><b>BRM24118A</b>             | TANGGAL PENGUMUMAN<br><b>2024-08-02</b> |
| NOMOR PERMOHONAN<br><b>KID2024071386</b>         | TANGGAL PENERIMAAN<br><b>2024-07-30</b> |
| TANGGAL DIMULAI PELINDUNGAN<br><b>2024-07-30</b> | TANGGAL BERAKHIR PELINDUNGAN            |



Publikasi  
Publikasi A

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Figure 2. Registration of the Collective Mark “Krutang Kece” Proof

Article 46 of Law Number 20 of 2016 concerning Trademarks and Geographical Indications states that the requirements for registration of a collective trademark are that it must state that the trademark is used as a collective trademark and must be accompanied by a copy of the collective trademark provisions which at least contain the nature, general characteristics or quality of the goods referred to. in production or trade and supervision of the use of the collective trademark as well as sanctions if there is a violation of the terms of use of the collective trademark. Based on this statement, the Krutang Business Group,

Cipete Village, has fulfilled the registration requirements. The collective trademark provisions created also contain at least what is required.

The registered collective trademark will be used for tangkil crackers products produced jointly by the Krutang Business Group, Cipete Village. Plans for the future have also been prepared so that the trademark does not just stop at registration. The Banten Regional Office of the Ministry of Law and Human Rights has recommended the Krutang Business Group, Cipete Village, to the Ministry of Cooperatives and SMEs for assistance so that the packaging for Krutang Kece products in the future can be neatly packaged and attractive for trading, and also so that tangkil crackers products know exactly how long tangkil crackers products last. Kece is good for consumption.

The collective trademark that will be included on tangkil crackers products will add value to the product and can also become an identity that is easy for consumers to remember. Apart from that, the registered collective trademark will protect Krutang Kece products from misuse of the trademark, both by business groups and from outside parties.

## **CONCLUSION**

Based on the results of the discussion, it can be concluded that the implementation of this community service program, community partnership program activities succeeded in forming an association of tangkil crackers SMEs in Cipete Village named “Krutang Kelurahan Cipete Business Group”. This association has been legalized through a Decree of Cipete Sub-district and determined that the collective trademark “Krutang Kece” has met the requirements for collective trademark registration based on Law Number 20 of 2016 concerning trademarks and Geographical Indications. Tangkil crackers SMEs was given an understanding through two stages of socialization regarding the importance of collective trademarks, registration procedures and the benefits of trademark protection. As a result, an association was formed with an agreement on the name and logo of the collective trademark, as well as the draft terms of use of the collective trademark which contains various important aspects, including production and marketing methods, so that their products have a stronger identity and are legally protected.

## **SUGGESTION**

The Directorate General of Intellectual Property together with Cipete Village is expected to continue the assistance by providing additional training on digital marketing and brand management so that tangkil crackers SMEs can expand their market reach and increase the visibility of their products at a broader level. In addition, Directorate General of Intellectual Property and Cipete Village also need to conduct regular monitoring and

evaluation to ensure the effectiveness of collective trademark use and compliance with the stipulated provisions.

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