

Implementation of Trademark Registration in Pekanbaru

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Implementation of Trademark Registration in Pekanbaru

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ABSTRACT

Background. The use of Intellectual Property Rights, especially product brand registration for Micro, Small and Medium Enterprises, has not been running optimally in Indonesia, and especially in the city of Pekanbaru, due to the lack of understanding of home industry entrepreneurs about brands and registration procedures, lack of technical guidance and programmatic socialization from the Regional Government.

Purpose. This study aims to analyze the low implementation of product trademark registration for Micro, Small and Medium Enterprises and to analyze the role of the local government of Pekanbaru city in the implementation of product trademark registration for Micro, Small and Medium Enterprises in improving trade business.

Method. The approach used in this study is a normative juridical approach and an empirical juridical approach to obtain correct and objective research results.

Results. Based on the results of the study, it is known that the implementation of product trademark registration for Micro, Small and Medium Enterprises in Pekanbaru city has not been running as expected, as evidenced in 2022, out of 25,074 trademarks circulating in the market, only 8 (eight) have implemented their trademark registration.

Conclusion. Furthermore, it is known that the role of local government in the implementation of trademark registration for Micro, Small and Medium Enterprises in Pekanbaru city is not running as expected, because the local government of Pekanbaru city has not given maximum attention to Micro, Small and Medium Enterprises so that they do not develop and make updates in innovating in accordance with science and technology and community needs.

KEYWORDS

Domestic Violence, Restorative Justice, Precision Police

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INTRODUCTION

The era of globalization that has hit all corners of the earth has been responded to by countries with great caution, this is very reasonable (Hendra dkk., 2023), because globalization not only touches the social and cultural aspects of society but also greatly influences the economy of a nation.

It is a fact that countries that implement a well-implemented Intellectual Property Rights (IPR) protection system are generally developed countries, and provide incentives for someone to create something new and/or useful for the wider community, this cannot develop



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optimally in countries that still lack understanding and respect for the protection of one's intellectual work.

A brand is a sign that can be displayed graphically in the form of an image, logo, name, word, letter, number, color arrangement, in 2 (two) dimensions and/or 3 (three) dimensions, sound, hologram, or a combination of 2 (two) or more of these elements to differentiate goods and/or services produced by individuals or legal entities in goods and/or services trading activities (Hasan & Amor, 2022). The reality today is that brands are an important element of intellectual property, which are born from the ideas or thoughts of humans themselves.

With brands, it's easier for consumers to remember what they need and quickly determine what to buy, and it's become a way of life for people in modern times (Al Fathan & Arundina, 2019). Applications for registration of marks are submitted in writing by the applicant to the minister either electronically (hereinafter referred to as online) or non-electronic (hereinafter referred to as manual) (Hasan, 2020). Applications can be made online through the official DJKI website, namely www.dgip.go.id, while manual applications can be made through the nearest DJKI office or the Kemenkumham Regional Office.

The application for registration of the mark can be submitted by the applicant himself or his attorney. The authority referred to is an Intellectual Property Consultant or known as an IP Consultant (Article 1, points 13 and 14 of Law Number 20 of 2016 concerning Brands and Geographical Indications) (Hasan, 2021b). Apart from being submitted manually, applications for trademark registration can be submitted online, this is based on Minister of Law and Human Rights Regulation Number 42 of 2016 concerning electronic Intellectual Property Application Services.

The electronic registration aims to further improve services for applications for intellectual property easily, quickly, effectively and efficiently in order to align with developments in information and communication technology (Hasan, 2021a), to be able to provide legal certainty for the world of industry and trade and investment in facing economic developments from local to international.¹

After carrying out formality checks and publications announcements, the substantive examination continues. Based on the provisions of Article 23 paragraph 1 of Law Number 20 of 2016 concerning Trademarks and Geographical Indications (Hasan, 2022), a substantive examination is an examination carried out by an examiner on a trademark registration application.² What is meant by an examiner, is in accordance with the General Provisions of Article 1 paragraph 12 of Law Number 20 of 2016 concerning Marks and Geographical Indications which states that "An examiner is a mark examiner as a functional official who (Heidari, 2022), because of his expertise, is appointed and dismissed by the minister to carry out substantive examinations of registration applications. brand".³

In Law Number 20 of 2016 concerning Trademarks and Geographical Indications, the substantive inspection process is carried out by the examiner for 150 (one hundred and fifty) working days, starting 30 (thirty) days after the end of the announcement stage (Ibhagui & Olawole, 2019), then analyzing the mark documents and assess brand elements based on Article 20 and Article 21 of Law Number 20 of 2016 concerning Marks and Geographical Indications, including considering the type of goods or services applied for, then proceed with making a decision

Indonesia has passed Law Number 11 of 2020 concerning Job Creation on Monday, October 5 2020, becoming one of the first regulations in Indonesia that was born with the Omnibus Law

concept, which regulates the revision of several laws related to the economic sector in one regulation. at a time (Hilton, 2021). The main aim is to create a quality business and investment climate for business people, including Micro, Small and Medium Enterprises (MSMEs) and foreign investors.

One of the laws and regulations affected by this is **Law Number 20 of 2016 concerning Trademarks and Geographical Indications**, which has had an impact on the implementation of trademark regulation which has changed in 3 (three) Articles, namely Article 20, Article 23, and Article 25 (Mustangimah dkk., 2021), which are regulated back in Article 108 Part Four of Law Number 11 of 2020 concerning Job Creation (Deok-Ki Kim & Seo, 2003). One of them is related to the period for substantive examination of marks (regulated in Article 108 of the Job Creation Law) which is submitted for a maximum of 30 (thirty) days if no objections are filed and a maximum of 90 days, if there are objections to the registered mark. requested. If the substantive examination of the trademark registration application has been completed and it is declared in the register, then the trademark registration application is officially registered with the issuance of a trademark certificate by the Minister of Law and Human Rights (Salendu, 2021). Then the trademark certificate will then be sent directly to the applicant's address as stated on the trademark registration application form, then the registered trademark will be announced in the BRM and recorded in the General Register of Trademarks. If the address is not found (Kampf dkk., 2020), the brand certificate document will be returned to the office of the Directorate General of Intellectual Property.⁴

Trademark registration is useful as legal evidence of a registered mark, namely: as a basis for rejecting a mark that is completely the same or substantially the same as applied for by another person for similar goods or services, and as a basis for preventing other people from using the same mark in substance or overall in the circulation of goods or services and obtain protection (Syahza dkk., 2018). The system adopted in **Law Number 20 of 2016 concerning Trademarks and Geographical Indications** is a constitutive system, namely that the right to a trademark arises from registration (Syahza & Asmit, 2019). Therefore, whoever is the first to register has the right to the brand and is the one who can exclusively use it.

The new brand holder will be recognized for his brand ownership if the mark is registered. This is in accordance with the principle adopted in the Indonesian Trademark Law, namely the first to file principle (Wahyuni & Kee Ng, 2012), so business actors who wish to have rights to a trademark must register the trademark in question. Based on Article 4 of **Law Number 20 of 2016 concerning Trademarks and Geographical Indications**, the registration of a trademark must be based on an application submitted by an applicant in good faith (Merendino & Melville, 2019). to piggyback on, imitate or copy the popularity of another party's brand for the sake of their business interests which results in uncompetitive competition that misleads consumers.

Trademark registration is not a necessity or obligation, but is an advantage for the person concerned, because he can obtain a trademark registration letter (Kaiser & Reisig, 2019), issued by the Directorate General of Intellectual Property (DJKI) as official proof of ownership of the trademark, so that if a dispute or case arises regarding the trademark, he can be proven by showing or submitting a letter or license for registration of the mark, on the other hand, a brand owner who does not register the mark must provide evidence regarding the use of the mark, with various letters or other testimonials which are not easy to collect.

However, in the process of registering this mark, many obstacles often occur in practice, even though the contents of existing regulations clearly regulate them, these obstacles are felt by business

actors in registering the brands of Micro, Small and Medium Enterprises (MSMEs) products in the city of Pekanbaru, namely (Guo dkk., 2019): a) Lack of understanding of home industry entrepreneurs about brands and registration procedures, b) Lack of programmed technical guidance and socialization from the Pekanbaru City Regional Government and related Ministries/Institutions, c) Worried about expensive registration fees, d) Lack of funds and experts in the field of IPR in the Pekanbaru City Regional Government.⁵

Based on data from the Department of Cooperatives and Micro, Small and Medium Enterprises in the city of Pekanbaru in 2022, information was obtained that there were 25,074 (twenty five thousand seventy four) Micro (Dui dkk., 2020), Small and Medium Enterprises recorded as typical Riau products which were in great demand by tourists for into souvenirs, namely (Sheraz dkk., 2022): Riau patterned batik, durian paste, peanut butter, lopek bugi, bolu kemojo, risen cake, smoked catfish and others, which have registered and to obtain a brand certificate are only 8 (eight) micro businesses, Small, and Medium Based on the background above, the authors identify the problem, namely what is the role of the government in registering product marks for Micro (Dong dkk., 2021), Small and Medium Enterprises in increasing trading business?

RESEARCH METHODOLOGY

Research Approach

Research is essentially a series of scientific activities and therefore uses scientific methods to explore and solve problems (Liu dkk., 2022), or find something true from existing facts. In accordance with this research, it uses a legal sociology approach, namely focusing on behavior that develops in society or the operation of law in society (Zhu & Shu, 2019). So law is conceptualized as actual behavior which includes actions and their consequences in social life relations. This research places the theory of legal protection as a grand theory, then the theory of legal certainty as a middle theory, then the theory of benefits as an applied theory.

Research Specifications

In this research, the author used research methods, namely:

Types and Nature of Research.

This type of research is empirical legal research, which is a type of legal research that analyzes and examines the operation of law in society. Empirical emphasizes more on the aspect of observation.⁶ To obtain primary data from the population and sample, the author must conduct a study at the research location.

And its analytical descriptive nature means that this research aims to provide a precise description of the use of Intellectual Property Rights, especially the registration of product brands for micro, small and medium enterprises associated with increasing trade business.

Object of research.

The object of this research is to examine and analyze the Trademark Registration of Micro, Small and Medium Enterprises Associated with the Increase in Trading Business.

Lokasi Penelitian.

This research was carried out in the city of Pekanbaru. The location of this research is the environment where the research is carried out (Jian dkk., 2021). The factors for selecting the city of Pekanbaru are: First (Zhang dkk., 2022): Pekanbaru is a very strategic location for promoting and marketing products produced by Micro, Small and Medium Enterprises to consumers. Second: To

market products produced by Micro, Small and Medium Enterprises to consumers very efficiently and effectively in the city of Pekanbaru. Third: Entrepreneurs producing products from Micro, Small and Medium Enterprises domiciled in the city of Pekanbaru.

Population and Sample.

To determine the population and sample, the authors used a purposive sampling method (Garofalo dkk., 2019). The purposive sampling method is selecting samples based on certain assessments because the selected elements or units are considered to represent the population and are supported by the census method, which is a method of collecting data when all elements of the population are investigated one by one.

With logical reasons, so that all elements studied in the research are represented. Respondents are people who answer questions asked by researchers for research purposes.

Adapun yang menjadi responden dalam penelitian ini, adalah sebagai berikut

As for the respondents in this study, are as follows:

1. Head of Office of the Ministry of Law and Human Rights of Riau Province.
2. Head of the Office of Cooperatives and Micro (Alam dkk., 2019), Small and Medium Enterprises (MSMEs) Pekanbaru city.
3. Micro Entrepreneurs in the city of Pekanbaru.
4. Small Entrepreneurs in the city of Pekanbaru
5. Middle Entrepreneurs in the city of Pekanbaru
6. Pekanbaru city police.
7. Consumers in the city of Pekanbaru.:

For more details, can be seen in table.1.6. Population and Respondents below.

Tabel. 1.6.

Populasi dan Sampel

No	Populasi dan Responden	Jumlah	Persentase (%)
1	Head of the Regional Office of the Department of Law and Human Rights, Riau Province	1	10
2	Head of the Department of Cooperatives and Micro, Small and Medium Enterprises, Riau Province	1	25
3	Micro Entrepreneurs in the city of Pekanbaru	2	10
4	Small Entrepreneurs in the city of Pekanbaru	2	10
5	Middle Entrepreneurs in the city of Pekanbaru	2	10
6	Pekanbaru City Police	1	10
7	Consumers in the city of Pekanbaru	1	25
Amount		10	100

Source: Field data after processing in 2022.

From the data in the table above, it can be explained that in collecting population and sample data in this research, the author used a purposive sampling method and supported by the census

method, so that it can represent others in the object of this research, and respondents are information givers who can answer all questions clearly. and complete according to problem identification.

Data Types and Sources.

Data quality is determined by the quality of the data collection or measuring equipment.

There are 2 (two) types of data in this research, namely:

1. Primary data is data that the author obtained directly from respondents who are the source of information data in this research.
2. Secondary data is data that the authors obtain from various literature, theories from experts on brands related to the main issues discussed.

Data Collection Method.

The data collection tool in this research is: Interviews, namely data collection carried out by the author holding questions and answers directly to respondents, namely: Head of the Office of the Ministry of Law and Human Rights, Riau Province, Head of the Department of Cooperatives and Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru, Micro Entrepreneurs in the city of Pekanbaru, Small Entrepreneurs in the city of Pekanbaru, Medium Entrepreneurs in the city of Pekanbaru, Police in the city of Pekanbaru, and Consumers in the city of Pekanbaru in order to obtain comprehensive and accurate data.

Data analysis method.

Dalam penelitian ini langkah yang dilakukan oleh penulis adalah mengumpulkan dan compiling data after it has been classified, then processed and presented and placed in their respective proportions, then discussed by making comparisons between legal and statutory theories as well as the opinions of experts according to the main problem of this research. And qualitative data will be set forth in the form of clear and detailed sentence descriptions. After doing the discussion, then the writer draws a conclusion by using the deductive method. This means that the conclusions in this study are drawn from matters of a general nature, namely legal theories relating to trademark registration in the city of Pekanbaru according to Law Number 20 of 2016, and other provisions relating to legal protection of marks, directed at matters special things.

RESULT AND DISCUSSION

The increase and decrease in economic growth is influenced by various factors, one of which is the involvement of Micro, Small and Medium Enterprises (MSMEs). In accordance with the 1945 Constitution Article 33 paragraph 4, Micro, Small and Medium Enterprises (MSMEs) are part of the national economy that has an independence perspective and has great potential to improve community welfare. Micro, Small and Medium Enterprises (MSMEs) have a significant role in the country's economic growth.

Micro, Small and Medium Enterprises (MSMEs) are small-scale business activities that encourage the development and development of the Indonesian economy which are carried out by individuals, households or small business entities. Maintaining good relations between employees, this is because the number of employees is still smaller, and the last is in terms of business flexibility which.⁷ And plays an important and strategic role in developing the economy in the city of Pekanbaru. Apart from helping economic growth, its existence also helps in absorbing labor and can increase trading businesses as well as the existence of Micro, Small and Medium Enterprises

(MSMEs) which are labor intensive, use simple and easy to understand technology and can become a forum for people to work.⁸

A means of equalizing the economic level of the small people, Micro, Small and Medium Enterprises (MSMEs) play a role in equalizing the economic level of the people because they are located in various places, even reaching remote areas so that people do not need to go to the city to get a decent living and play a role in alleviating the community. from poverty because the labor absorption rate is relatively high.⁹ So the target of empowering Micro, Small and Medium Enterprises (MSMEs) is to obtain certainty and justice in business and economic activities in the form of productive businesses owned by individuals or business entities in accordance with the law.

At present the population of productive age is more than the number of available jobs and triggers especially young people to create their own opportunities by opening businesses and most of them are classified as business actors in the Micro, Small and Medium Enterprises (MSMEs) industrial sector, then business development Micro, Small and Medium Enterprises (MSMEs) are growing rapidly, due to the support of the Government and banking. In addition, BUMN, BUMD, private sector, and the community also help to improve the skills and quality of Human Resources (HR) in the city of Pekanbaru. Then hold technical guidance and seminars to improve skills and knowledge in understanding market tastes.

Micro, Small and Medium Enterprises (MSMEs) are business groups that have a large percentage and contribution. In addition, the advantage of this business group is that it has been proven to be resistant to various kinds of economic shocks. So it is imperative to strengthen the Micro, Small and Medium Enterprises (MSMEs) group which involves many groups. The business criteria included in Micro, Small and Medium Enterprises (MSMEs) have been regulated under a legal umbrella based on law. Micro, Small and Medium Enterprises (MSMEs) have a significant contribution and role, namely: Expansion of employment opportunities and employment.

Formation of Gross Domestic Product (GDP). Providing a safety net, especially for low-income people to carry out productive economic activities. Even though in terms of the business scale targeted by the Micro, Small and Medium Enterprises (MSMEs) business it is still relatively not as large as large-scale companies, but there are still many people who are comfortable doing business on this scale because of the advantages offered to these businesses and are difficult to obtain in larger business scale.

One of the main advantages of the Micro, Small and Medium Enterprises (MSMEs) sector is the ease in adopting and implementing new technology and innovation in business. It is easier to adopt the latest technology to increase business growth and competitiveness because it does not have a complicated bureaucracy and the organizational structure is still relatively lean so that coordination and communication between managerial levels tends to be easy to do.

Apart from the ease of application of technology, maintaining good relations between employees, this is because the number of employees is still smaller, and finally in terms of business flexibility which makes it easier to adapt the business to dynamic market conditions.

In running a business, internal and external conditions will definitely influence the performance of the business being run, be it Micro, Small and Medium Enterprises (MSMEs) or large scale businesses, therefore, the important key to making the business grow is to plan and implementing the right strategy and in accordance with developments in the people of Pekanbaru

city. In times like now the industrial revolution has reached 4.0 where technology is highly respected, it can even be said that technology is now one of the important pillars for the progress of Micro, Small and Medium Enterprises (MSMEs).

Social media users are also increasing. Even in the current digital era, at least social media is effective in helping Micro, Small and Medium Enterprises (MSMEs) entrepreneurs in the city of Pekanbaru to continue to develop. So several e-commers emerged as a forum for Micro, Small and Medium Enterprises (MSMEs) to adapt to developments in the times and technology. Apart from that, strategies that can be applied to Micro, Small and Medium Enterprises (MSMEs) include: Attractive products, attractive products that can be marketed easily. Not only interesting, as a business owner you have to keep consumers curious and the product must also be unique and useful.

Understand the target market, because you have to understand what potential customers want. Are children, adult men and adult women. Furthermore, it can also be products for general people of all ages and related to the type of product, unique packaging, product advantages, excellent service that makes consumers comfortable. Consistent in implementing strategy, the next step is that the business owner must be able to apply all strategies in the business world to become parameters for future success. If this continues to be done, then the business that is running will grow and will undoubtedly progress.

Pekanbaru City Regional Government's efforts to advance Micro, Small and Medium Enterprises (MSMEs) in increasing community trade businesses in Pekanbaru city with superior programs, namely:

Law Number 11 of 2020 concerning Job Creation

Micro, Small and Medium Enterprises (MSME) entrepreneurs in the city of Pekanbaru are still in the informal sector, so they need to be encouraged to transform into the formal sector. Because there are still obstacles in complicated licensing and overlapping regulations at the central and regional levels. Therefore, the Government is trying to accommodate this problem through the Job Creation Law which was passed on October 5 2020. One of the substances regulated is regarding the convenience, protection and empowerment of Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru. The Pekanbaru City Government hopes that through the Job Creation Law, Micro, Small and Medium Enterprises (MSMEs) can continue to develop and be competitive.

National Economic Recovery Program (PEN)

The government's response to the decline in activities of affected communities, especially the informal sector or Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru. This program was created based on Government Regulation Number 23 of 2020 which was later changed to Government Regulation Number 43 of 2020.

People's Business Credit (KUR)

People's Business Credit Program (KUR) which is distributed through financial institutions with a guarantee pattern. The service costs (interest rates) for credit/working capital financing are subsidized by the Pekanbaru City Regional Government. The aim of KUR is to increase access to financing and strengthen capital for Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru.

National Movement Proudly Made in Indonesia (Gernas BBI)

The National Movement Proudly Made in Indonesia (Gernas BBI) is one of the government's programs as an effort by the government to advance Micro, Small and Medium Enterprises (MSMEs) which was launched in 2020. The aim is to encourage national branding of superior local

products to create new industries and of course improve economic growth. Thus encouraging Micro, Small and Medium Enterprises (MSMEs) to join digital platforms.

Expanding Exports of Indonesian Products through ASEAN Online Sale Day (AOSD)

ASEAN Online Sale Day (AOSD) or ASEAN Online Shopping Day is a shopping event held simultaneously by e-commerce platforms in 10 (ten) ASEAN countries. AOSD is held to coincide with ASEAN's birthday, namely August 8, 2020. AOSD participants are business actors in the ASEAN region who provide goods and services through Electronic Trading Systems (PMSE). AOSD is an opportunity for Indonesia and especially the city of Pekanbaru to promote and build the image of local Indonesian products on the ASEAN stage as well as encourage and increase export activities for Indonesian products and especially increase the trading business of the people of Pekanbaru city. These efforts are expected to increase the number of Micro, Small and Medium Enterprises (MSMEs) in Indonesia and especially the city of Pekanbaru and increase the growth of community trading businesses. In this way, more job opportunities will be opened so that unemployment and poverty rates in the city of Pekanbaru can decrease.¹⁰

The Pekanbaru City Government, through the Pekanbaru City Cooperatives and Micro, Small and Medium Enterprises Office in 2022, has implemented a superior program of providing interest subsidies for Micro, Small and Medium Enterprises (MSMEs) in Pekanbaru city. With the aim of carrying out an interest subsidy program to support the implementation of the economic recovery program and increase trading businesses in the city of Pekanbaru. Another goal is employment absorption, as well as increasing and expanding access to finance for productive businesses.

Then influenced by internal and external factors that influence the development of Micro, Small and Medium Enterprises (MSMEs) typical Riau food in the city of Pekanbaru are the company's financial condition, Human Resources (HR), consumer attitudes, Information Technology and location. This strategy aims to build a strong foundation so that Micro, Small and Medium Enterprises (MSMEs) of Riau typical food in Pekanbaru city run well, then the next strategy in succession is the forward integration strategy, optimizing digital marketing and implementing bellows-the-go promotions. -line marketing.¹¹

The high level of competition requires business actors to think about consumer behavior, in order to know consumer needs now and in the future. One thing that influences consumer behavior is consumer attitude. Consumer attitude is a psychological factor that marketers need to understand, because attitude is considered to have a positive and strong correlation with consumer behavior. By understanding consumer attitudes, consumer behavior will be better understood, so that the marketing strategies implemented will be more effective.

Micro, Small and Medium Enterprises (MSME) products, typical Riau food in the city of Pekanbaru, must have values that can increase consumer satisfaction. Satisfaction will grow if the product meets the needs and meets the expectations of the consumer, and consumer satisfaction is the consumer's feeling of happiness or disappointment that comes from a comparison between his impression of the results of a product and the consumer's expectations. Consumers who are satisfied with the products produced by a business actor will later make repeat orders.

The role of the Pekanbaru City Government has issued Pekanbaru City Regional Regulation Number 2 of 2018 concerning Empowerment of Micro, Small and Medium Enterprises dated 9 October 2018 and Pekanbaru Mayor Regulation Number 44 of 2022 concerning the Jalan Agus

Salim Area as the Culinary Center of Pekanbaru City dated 12 May 2022, to develop the Micro, Small and Medium Enterprises (MSMEs) sector in the city of Pekanbaru.

Then the Pekanbaru City Government (Pemko) through the Pekanbaru City Cooperatives and Micro, Small and Medium Enterprises (Diskop and MSMEs) Office in 2022 will run a training program and provide interest subsidies for Micro, Small and Medium Enterprises (MSMEs). The aim of implementing the interest subsidy program is to support the implementation of the economic recovery program through Micro, Small and Medium Enterprises (MSMEs) and to encourage the acceleration of the implementation of economic growth and employment, as well as increasing and expanding access to financing for productive businesses. Then also to increase business competitive capacity and protect, maintain and improve the economic capabilities of Micro, Small and Medium Enterprises (MSMEs) in running their businesses. For procedures for providing subsidy assistance to Micro, Small and Medium Enterprises (MSMEs), prospective subsidy recipients submit an application to BPR Tuah Madani.¹²

Then also to increase the competitive capacity of micro businesses and protect, maintain and improve the trading businesses of micro business actors in running their businesses. For procedures for providing interest subsidy assistance to Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru, prospective subsidy recipients submit an application to BPR Tuah Madani.

Furthermore, prospective subsidy recipients who meet the requirements and pass verification are asked to complete the requirements in the form of a certificate stating that the prospective recipient has been registered in the Micro, Small and Medium Enterprises (UMKM) data of the City Cooperatives and Micro, Small and Medium Enterprises (UMKM) Department. Pekanbaru.

In line with the increasing growth of trading businesses in the city of Pekanbaru in 2022, financing allocations in the corporate and household sectors are also observed to be improving. This improvement is reflected in the financing performance of the corporate and household sectors which has increased, accompanied by controlled credit risk. Improvements in the main LU, as well as the recovery of people's purchasing power, also support the allocation of financing for the household sector as reflected in the accelerated growth of durable goods and multipurpose credit. Meanwhile, banking performance has improved, banking indicators and credit distribution have grown better compared to the previous year.

This is because the principle used by Intellectual Property Rights (IPR) is constitutive. This means that protection can only be given if the trademark has been registered with the government. The more KI ownership, the more benefits and income from acquiring royal and franchises.

If there is a case of Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru, the formulation of the Business Competition Supervisory Commission (KPPU) in resolving unhealthy business competition is in accordance with applicable laws and regulations and coordinates with the relevant parties (Police). , then the police worked together to help resolve disputes between Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru.

During the Covid-19 pandemic, namely the enactment of the Business Competition Supervisory Commission (KPPU) Regulation Number 1 of 2020 concerning Handling Cases Electronically, so that the Business Competition Supervisory Commission (KPPU) can carry out law enforcement during the Covid-19 pandemic by utilizing an electronic information system. The challenges faced by the Business Competition Supervisory Commission (KPPU) in resolving unhealthy business competition through electronic media are limited to finding evidence for investigations, inquiries and trials. Currently, efforts to find evidence only rely on the cooperative

attitude of the reported party and the informant for the subsequent procedural legal process. This makes it difficult for the Business Competition Supervisory Commission (KPPU) to carry out face-to-face meetings with the reported party and the reporter because the basis for law enforcement is only through electronic media.

Micro, Small and Medium Enterprises (MSMEs) are one of the main pillars in driving the country's economy and specifically in the city of Pekanbaru. For this reason, the Department of Cooperatives and Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru continues to support the welfare of Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru, so that they can develop further and have high competitiveness, one of the needs for Improving business development is by understanding the use of information technology.

Furthermore, Micro, Small and Medium Enterprises (MSMEs) absorb a large number of workers, namely 97% of the business world's absorption capacity in 2022. The large number of Micro, Small and Medium Enterprises (MSMEs) is directly proportional to the number of job opportunities in Pekanbaru city, so that Micro, Small and Medium Enterprises (MSMEs) in Pekanbaru city have a big role in absorbing labor and increasing trade businesses.

CONCLUSION

The implementation of product brand registration for Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru has not run optimally, due to: a) Lack of understanding among home industry entrepreneurs about brands and registration procedures, b) Lack of programmed technical guidance and outreach from the Pekanbaru City Regional Government as well as related ministries/institutions, c) Worried about expensive registration fees, d) Lack of funds and experts in the field of IPR in the Pekanbaru City Regional Government. The implementation of trademark registration in Indonesia adheres to a constitutive system (first to file), meaning that the first party to register a trademark is given priority in obtaining trademark registration and is declared the official holder of the trademark. Registration of product brands for Micro, Small and Medium Enterprises (MSMEs) can be done manually and online. The conditions that must be met are that the brand must have distinctiveness and prevent disputes in the future and be unique compared to others. Legal protection for registered product brands is for 10 (ten) years and can be extended for the same period, and can be transferred by inheritance, gift or agreement. And an application for registration of a mark can be rejected if it violates ethics and legislation, then legal consequences arise if the mark has not been or is not registered, so that the registered mark does not receive legal protection from the State. To increase the number of brand registrations for Micro, Small and Medium Enterprises (MSMEs) products and increase community trading businesses in the city of Pekanbaru, through the Office of Cooperatives and Micro, Small and Medium Enterprises (MSMEs) in the city of Pekanbaru in 2022, namely: providing assistance, programmed technical guidance to improve the quality of law enforcement and Human Resources (HR) in order to understand the importance of registration and brand protection for Micro, Small and Medium Enterprises (MSMEs) products as well as creating jobs and running the flagship program of the Pekanbaru city government in order to increase community trading businesses in Pekanbaru city.

AUTHORS' CONTRIBUTION

Author 1: Project administration; Validation.

Author 2: review and editing.

Author 3: Conceptualization

Author 4: Writing

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