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TRADEMARK REGISTRATION FOR MSMEs

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Abstract

MSMEs are one of the things that encourage the development of the economy in Indonesia so that the government also helps in its development to make it easier for MSMEs to develop their businesses, so the government has also issued several policies that make it easier for MSMEs, such as the requirements for their formation and also related with trademark registration for MSMEs, the costs required are also reduced. The author's partners want to expand their business so that they want to expand their business with a Franchise or Franchise business model, the method used in solving problems is starting from educating partners related to several things that need to be known related What is IPR and in the registration, a note is made on the documents that are needed to be used as a necessary requirement for registering the required trademark IPR, the Condition of the Partner after Implementation is Partners understand more about how to register online trademarks and the documents that need to be prepared related to online trademark registration, especially for SMEs, and until this article was made the registered mark is still in the announcement stage and has not yet received a registered trademark certificate.

Keywords: *MSMEs , IPR , Trademark*

Introduction

Background

MSMEs are one of the things that encourage the development of the economy in Indonesia so that the government also helps in its development to make it easier for MSMEs to develop their businesses, so the government has also issued several policies that make it easier for MSMEs, such as the requirements for their formation and also related With trademark registration for MSMEs, the costs required are also reduced. That the author's partners want to expand their business so that they want to expand their business with a Franchise or Franchise business model, but to create a Ryoori Bowl Franchise there are several requirements that must be met as stipulated in PP Number 42 of 2007 concerning Franchising, namely:

1. Have business characteristics
2. Proven to have provided benefits
3. Have written standards for services and goods and/or services offered
4. Easy to teach and also apply
5. There is continuous support

6. Already registered Intellectual Property Rights (IPR)

In the requirements stated in Number .6 that one of the requirements needed is to have registered Intellectual Property Rights (HAKI), and based on the explanation in PP Number 42 of 2007 concerning Franchise article 3 letter F explains that IPRs that need to be registered are those that have been registered. previously mentioned are those related to Patent Rights, Trademark Rights, and Copyrights and Trade Secrets. However, this Ryoori bowl Party does not know about the technicalities and things needed to register the IPR of the Mark which is needed to be used as one of their needs to run their Franchise business, so here the author then accompanies the Ryoori Bowl Party to assist the registration related to the necessary Mark. , and also related to the documents required to register a trademark as an MSME in accordance with the existing provisions by the Directorate General of Intellectual Property .Efforts that have been made by other parties are to socialize how important it is to have a protection for Intellectual Property Rights but there is very little information related to registration procedures, especially for businesses in the MSME sector. The purpose of carrying out this community service is to help the community more aware of the importance of Intellectual Property Rights and also the importance of intellectual property rights to help MSMEs further develop their business so that they can further improve the economy in Indonesian society, especially in Batam City by registering trademark rights as a form of protection against intellectual property rights and as a requirement to create a franchise. The problems found in this community service are related to the lack of partner knowledge regarding Intellectual Property Rights, intellectual property rights as one of the requirements needed to create a franchise, but the community's understanding of intellectual property rights in this case is very minimal. this can then become an obstacle for our partners to create a franchise due to their lack of knowledge related to intellectual property rights needed to create a franchise and this also then results in hampering economic growth in Indonesia, especially in Batam City which is the target of carrying out activities from community service. This community is because there are still some community parties who are still confused about how to register an online trademark, for example, the author's partner Kezia as the owner of the Ryoori Bowl MSME who wants to form his franchise, which has been mentioned in PP number 42 of 2007 concerning Franchising that one of the conditions that needs to be fulfilled is the need for registered intellectual property rights and one of the intellectual property rights that is intended in PP 42 of 2007 concerning franchises is trademark intellectual property rights, then through this activity it is hoped that our partners can find out related to the Account Registration Procedure at DGIP, the documents needed to register a trademark online, and also how to register a trademark online through the DJKI website, this is done so that the Indonesian people, especially the people of Batam city, are more aware of the importance of intellectual property rights. for a business development.

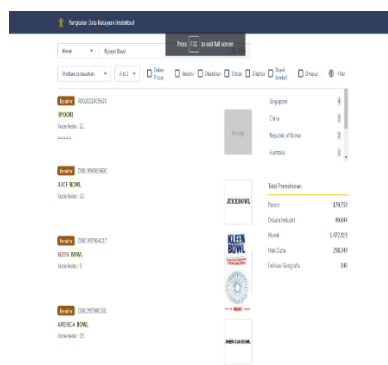
Methods

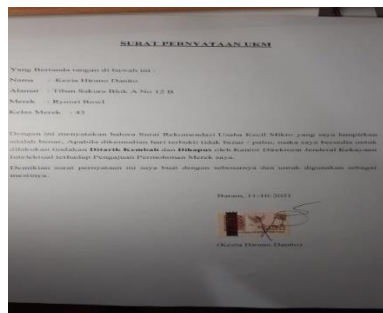
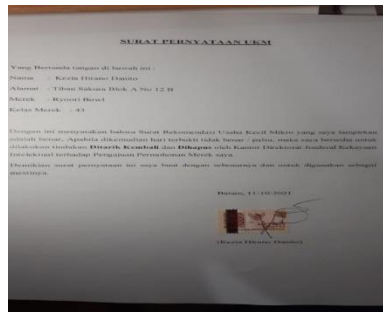
a. Methods Implementation

The method used in solving the problem is starting from educating partners regarding several things that need to be known related to what IPR is and in the registration, notes are then made on the documents that are needed to be used as requirements needed to register the IPR of the trademark. required, here are the initial documents required

- 1) Identity Card
- 2) Phone Number
- 3) Email Address
- 4) Other Data in the form of:
 - A) Field of Business Activities
 - B) Business Address
 - C) Business Capital
 - D) Image of the business mark you want to register
 - E) Micro Business License

After reviewing the required documents, then due to the need for a letter from the Cooperatives and Micro Business Office, and related to taking care of a letter from the cooperative office, first make preparations, namely by checking beforehand regarding the registered trademark whether it has been registered before, and After the Ryoori Bowl Brand Check has never been done, then the next step is to prepare an MSME Certificate which has been signed with 10,000 stamp duty to be brought to the cooperative office as one of the necessary requirements.





So after a certificate of SME has been made which has been stamped with 10,000 stamps and has issued a certificate of MSMEs issued by the Department of Cooperatives and Micro-enterprises, the required documents are complete in accordance with the trademark registration procedure made by DGIP.

Result and Discussion

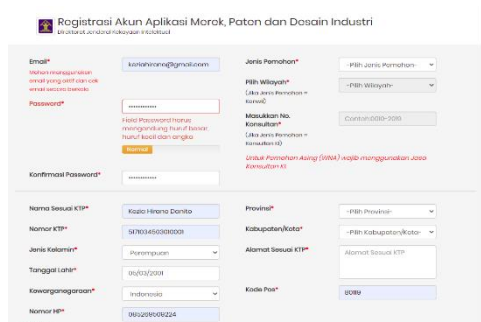
After the required documents have been completed, the Implementation phase can begin by starting from registering the billing code to making payments from the Mark rights registration which was carried out on October 18, 2021 on the following website: <http://simpaki.dgip.go.id/> And after registration by the author and also partners, proof of registration of the billing code will come out like the picture



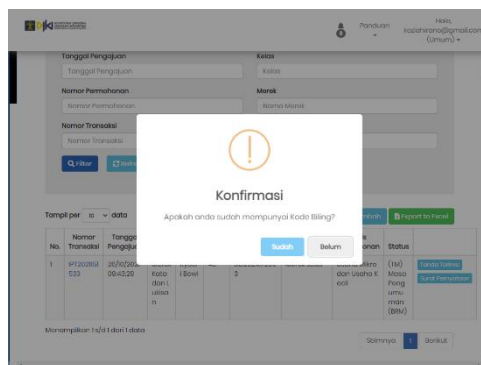
After registration is done, and fills in as requested, then proof of the billing code will come out as follows which will be printed and make payments to BNI bank, payment is made on October 22, 2021 and those involved in payment are the Author and Partner, related to the registration fee is the responsibility of the partner in accordance with the agreement that was made from the start.



And here is proof of payment that has been made
 After payment is made, the billing code will be automatically activated, and then the next step is to register an account on the DJKI website brand: <https://merek.dgip.go.id/login>, which was carried out on October 25, 2021 and the parties involved are partner and Author.



And after being registered, the account will then be sent confirmation of account activation in the email used to register, after being confirmed, we can login to the website djki, after logging in and on the left there will be an Online Application button on click then a message will appear related to whether we already have a billing code

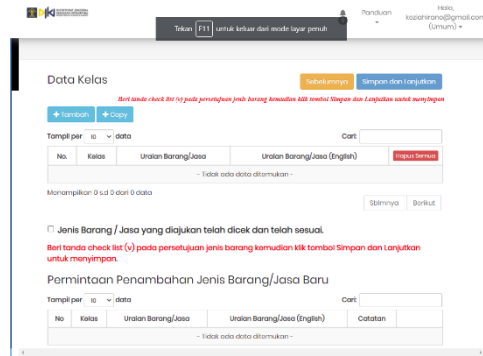


After that, because we have already paid the existing billing code, we need to fill in according to the data needed to be checked. Back to the billing code that was previously been paid

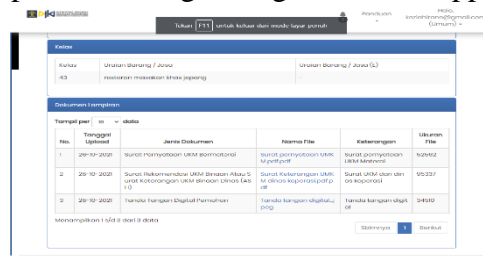
And after it is filled in according to the data then click save and continue and then fill in related to the identity of the Applicant

After that click save and continue, and in the Power and Priority section you don't need to fill in, and go to the description of the brand

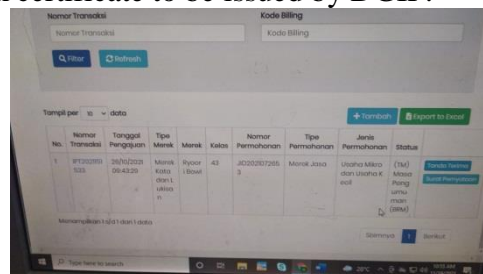
Fill it in according to the description of the image of the brand you want to register and then if it has been clicked save and continue and enter the class of the mark, to find out related to the brand class, you can access the following link <https://skm.dgip.go.id/>, if a brand link has been found, then enter it according to the brand class found



And then after it is entered, click save and continue and in the attachment section because this is registration with MSMEs, there are 3 attachment documents needed, namely, an SME Statement Letter with a stamp of 10,000 and an MSME Recommendation Letter issued by the Office of Cooperatives and Micro Enterprises, and digital Sign from the Applicant.



After the attached documents are complete, the next step is to click save and continue and then click Finish and tick the requested section, and then only need to wait for the trademark certificate to be issued by DGIP.



The advantage of the Output is that if a Brand Certificate has been issued, the Partner can continue with the creation of his franchise, but the drawback is that it takes quite a long time related to the announcement period, and there is no record date related to when it starts and when the announcement period ends, so it is necessary to wait for the results to come out.

Conclusion

The level of achievement of activities in the field can still be improved related to the date of its implementation, it should be accelerated by adding communication between the parties so that it can be completed more quickly, the impact of this activity is educating the public about the importance of IPR and also related to the registration procedure, and it is hoped that PKM then it can be carried out with a shorter period of time so that during the reporting period the Brand Certificate has

been issued, and thanks to God Almighty who still gives health and strength to be able to carry out this service activity and also to the Partners who allow to do PKM with the author, and also thanks to the supervising lecturers and UIB campus writers who have provided guidance so that this activity can run smoothly and well.

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