

## Research Article

# Protection of Geographical Indications of Local Indonesian Products from the Perspective of World Intellectual Property Organization

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**Abstract.**

This research explores the development of innovative traditional knowledge aimed at addressing the intellectual property (IP) rights of indigenous peoples and local communities. As a regional initiative, supported by the World Intellectual Property Organization (WIPO) and its partners, it seeks to empower these communities in documenting, digitizing, and managing their cultural heritage on their own terms. Licensing and labelling frameworks are introduced to cater to the specific access and management requirements of indigenous, local, and traditional communities, offering standardized procedures and cultural heritage models. From a cultural research perspective, the study highlights batik as a representation of Indonesia's cultural identity, emphasizing its ancestral significance and unique characteristics that distinguish it from other cultures. Using a normative, literature-based research method, this study underscores the importance of IP protection for the growth of Indonesia's economy and the preservation of its cultural diversity. By safeguarding traditional knowledge and geographical indications, Indonesia can bolster its global economic and cultural standing. WIPO plays a pivotal role in this process, administering 24 treaties and fostering international cooperation to protect IP rights while promoting cultural and economic development worldwide.

**Keywords:** intellectual property, indigenous peoples, cultural heritage, traditional knowledge, batik

## 1. Introduction

Intellectual Property Rights (IPR) are rights to the economic benefits of intellectual creativity and are vital to a country's economic progress. In Indonesia, legal protection of intellectual property plays an important role in ensuring the country's economic prosperity. The more the government values intellectual property, the greater the economic growth it encourages [1]. This is because IP improves competitiveness and increases exports by creating useful products and processes. In addition, IP will also facilitate product commercialization, which in turn significantly improves the economy.

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Geographical Indication is a strong indicator to protect the national identity of Indonesian products. In this way, it can develop the local economy and preserve cultural traditions and local knowledge. The Indonesian government has delegated authority to the regions to manage their respective GI potential, thus facilitating the promotion and protection of GI products. In addition, GI also improves the welfare of farmers and local craftsmen, thereby improving the welfare of society. In this framework, legal protection of GIs has a strategic importance because it gives exclusive rights to registered GI holders, thus protecting them from infringement and unfair competition practices. Therefore, the background exposure to the importance of intellectual property in Indonesia's economic and cultural context highlights the important role of geographical indications in protecting national identity and increasing the competitiveness of local products [2].

The purpose of this study is to conduct a comprehensive analysis of the protection of Geographical Indications (GI) of Indonesian local products within the policy framework established by the World Intellectual Property Organization (WIPO). To that end, we want to understand in detail the meaning and characteristics of geographical indications as a means of protecting local products, as well as how geographical indications connect the quality and reputation of the product with its country of origin. In addition, we will also examine various international legal instruments issued by WIPO for the protection of geographical indications, such as the TRIPS Agreement and the Lisbon System, and assess their implementation in Indonesia. The purpose of this analysis is to identify the weaknesses and strengths of the GI protection system in Indonesia and to be able to make data-based recommendations to improve GI protection for Indonesian local products and comply with WIPO guidelines. The results of this study are expected to make a significant contribution to the global discussion on intellectual property protection and raise awareness of the importance of geographical indications in protecting local products from fraud and unfair competition [2] [3].

## 2. Theoretical Study

The concept of Geographical Indications (GI) by the World Intellectual Property Organization (WIPO) is an indication of the origin of a good and/or product due to geographical environmental factors, including natural and human factors. The combination of these two factors determines the reputation, quality and specific characteristics of manufactured goods and products. In the context of Indonesia, GI protection is enforced based on Law Number 20 of 2016 concerning Trademarks and Geographical

Indications (UUMIG) which states that GI is a sign that shows the origin of a good and / or product with a certain quality that is determined. Institutions representing communities in certain geographical areas or state, district/city governments that sell goods or products can register them to provide protection. The UUMIG also regulates indications of origin which are declarative in nature and do not require formal registration but are nonetheless used as a sign of the origin of a good or service and used in trade. Geographic protection in Indonesia also includes preventive and repressive measures to protect geographic property rights. Preventive measures include the prevention of violations of GI (Geographical Indications), while repressive measures include the prevention of violations of GI (Geographical Indications) rights carried out by the judicial apparatus and other law enforcement agencies such as the police, PPNS, prosecutors, and others in accordance with applicable laws and regulations protection applied when the protection of geographical indications in Indonesia aims to provide guarantees to consumers and protect the reputation, quality and characteristics of products from a particular region [4].

The World Intellectual Property Organization (WIPO) has a very important role in assisting its member countries, including Indonesia, in the protection of intellectual property (IP), especially in the protection of geographical indications (GI) [5]. WIPO's global mission is to promote and protect intellectual property worldwide through cooperation with countries and other international organizations. Through its platform, WIPO provides global services for the registration and protection of intellectual property in various countries and the settlement of cross-border intellectual property disputes. A clear example of WIPO's role in the protection of geographical indications is the implementation of several relevant international agreements, such as the TRIPS Agreement and the Lisbon System. Both aim to provide strong international standards for the protection of intellectual property, including GIs, to protect the reputation and quality of products in a particular region. At the country level, WIPO also supports Member States by providing information and statistics on the status of intellectual property protection in each country, helping in making informed decisions when developing their own intellectual property policies. In Indonesia for example, the government has shown a strong commitment in supporting WIPO's work program. Minister of Law and Human Rights Yasonna H. Raoli said Indonesia will continue to support WIPO's work program and actively participate in various global initiatives related to intellectual property, including the protection of geographical indications. Measures such as the registration of the Indonesian Culture Collection (InaCC) as an international depositary

authority under the Budapest Treaty are clear examples of Indonesia's commitment to the management and protection of global intellectual property. WIPO plays an important role in empowering its member countries, including Indonesia, protecting intellectual property rights and enhancing creativity and innovation in the national economy [6]. WIPO geographical indication protection not only protects the reputation of a country's traditional products, but also helps raise awareness of the importance of intellectual property in international trade [7]

Protecting Indonesia's traditional knowledge and cultural heritage, such as batik, is very important from an intellectual property (IP) perspective, as it not only preserves local identity and wisdom, but also creates significant economic value for the community. Recognized as a cultural heritage site by UNESCO, batik contains knowledge and techniques passed down from generation to generation and reflects the cultural and historical values of a region. Protection of traditional knowledge is needed to prevent exploitation and plagiarism that can harm artisans and society. Rights to traditional knowledge can be legally recognized through intellectual property protection. This provides incentives for artisans to continue to create and innovate and ensures that the communities they create benefit economically from culture-based products. Furthermore, this protection will also contribute to the preservation of Indonesia's rich and diverse cultural heritage, so that future generations can continue to appreciate and learn the cultural values it contains [8].

Traditional knowledge is knowledge that has been owned or controlled by a particular community, society or ethnic group for a long time and continues to evolve in line with environmental changes. 'Knowledge' in the sense of being derived from intellectual activities in various social, cultural, environmental, technological and contexts, is identified by the source community as Traditional Knowledge or cultural insight. Indonesia, which has many different tribes and communities, does not have a Traditional Knowledge protection system that is able to meet the needs of its people [9]. In dealing with Traditional Knowledge, Indonesia in collaboration with a group of experts in Traditional Knowledge making and folklore which also consists of indigenous peoples or local communities, the State Agency has begun to compile and build a database of Indonesian Traditional Knowledge. The database serves as a defensive protection of traditional knowledge. This database consists of forms that inform the description of traditional knowledge and its documentation, the Law on Access to Genetic Resources is being drafted, which includes traditional knowledge as a matter to be protected (through a benefit-sharing mechanism) [10]. Academic studies on the protection of traditional

knowledge have been prepared, coordinated by the Indonesian Technology Assessment Agency, promoting and demonstrating to the world through periodic exhibitions of traditional culture or art, registering with world bodies such as UNESCO, safeguarding by optimizing the existing IPR system or the internationally applicable WIPO system, using customary law, using anti-competition law, or combining the three by creating a “sui generis” system. Knowledge is still something that has not been discussed much in the context of discussions on Intellectual Property Rights (IPR). Industrial intellectual property protection usually includes copyrights and patents, utility models, industrial designs, trademarks, service marks, trade names, geographical indications. Meanwhile, copy right includes related rights or also called neighboring rights. If managed properly, traditional knowledge has economic value as a trade commodity. Unfortunately, in developing countries this has not been fully realized by local communities. Traditional knowledge (TK) is defined as knowledge (WIPO/GRTKF/IC/7/9) that is created, preserved, and disseminated in a traditional environment specifically associated with a traditional or indigenous culture or community that preserves and disseminates it between generations, associated with a local or indigenous community through a sense of maintenance and the existence of a sense of cultural responsibility such as a sense of responsibility to preserve or a sense that allowing misuse or derogatory use would be harmful or offensive [11].

### 3. Methods

The normative approach in this study is used to analyze policies and regulations related to geographical indications (GI) in Indonesia and the role of the World Intellectual Property Organization (WIPO). Through this approach, the study assesses the conformity of national regulations with international standards set by WIPO and identifies the legal principles underlying the protection of geographical indications. The focus of this analysis is to understand how existing policies can protect the rights of communities and producers and prevent abuses and arbitrary practices that could harm them. The research also examines WIPO's contribution in providing technical assistance and advocacy to member states, including Indonesia, to establish an effective legal framework to protect geographical indications. This normative approach aims to provide recommendations for the development of better policies to protect geographical indications in Indonesia, in line with global efforts for intellectual property (IP) protection. The literature review in this study refers to various relevant literature, regulations, and legal sources to support

the argument for the protection of geographical indications (GI) of local products in Indonesia in the perspective of WIPO. One of the main sources is the Trademark and Geographical Indication Law No. 20 of 2016 which regulates the definition and procedure of geographical indications in Indonesia and guarantees legal protection of registered products. In addition, Government Regulation No. 51 Year 2007 is also an important reference to understand the implementation of geographical protection at the national level. Operationally, the implementation of this Directive is reflected in Government Regulation No. 51/2007 on Geographical Indications. The procedure for registering Geographical Indications includes administrative requirements that must be met, such as submitting a written application in Indonesian, obtaining relevant documents, and paying registration fees. The process also includes public awareness of GI protection, mapping and inventory of potential GI products, training and guidance, as well as monitoring and evaluation to ensure continuity of protection [12].

Literature comparing trademark and GI protection systems is also used to show the fundamental differences in the legal approach of these two concepts. GIs (Geographical Indications) are collectively protected, and trademarks are individually protected. This study will be the basis for the regulation of GIs at the global level and become a guide for member countries, including Indonesia, in building an effective legal framework to protect local products, such as TRIPS and Lisbon. Based on these sources, this study aims to provide a comprehensive analysis of the challenges and opportunities of geographical protection in Indonesia and the role of WIPO in supporting this policy [13].

## 4. Results and Discussion

Indonesia's Geographical Indication (GI) protection policy is guided by Law Number 20 of 2016 concerning Trademarks and Geographical Indications (UUMIG) which explicitly integrates GI regulations into the trademark system. According to Article 1 point 6 of UUMIG, a GI is a symbol that shows the origin of an item and/or product, which indicates whether the product is produced due to geographical environmental factors, including natural factors, human factors, or a combination of the three. Goods and/or products have a certain reputation, certain quality, and certain characteristics. To register a GI, the authorized party can apply through two channels: Agencies or state or district / city governments that represent the community in a particular geographic area that sells goods or products [14].

According to the Indonesian Copyright Law, popular cultural artistic expressions and popular works such as stories, legends, folklore, epics, songs, handicrafts, choreography, dance, calligraphy, and other works of art are protected by the State (article 10 [1] and [2]). Article 38 Paragraph 2 of Copyright Law No.28 of 2014 stipulates that the State is responsible for inventorying, preserving, and maintaining traditional cultural expressions. The government does not seem to have an easy task in conducting the inventory mentioned in the article above. The article above regulates an unclear inventory and documentation system because it does not explain which government agency is required to conduct the inventory and what system will be used to inventory traditional cultural expressions. There are no provisions explaining which government agencies require inventories or what system will be applied. Act No. 28 Year 2014, copyright protection is granted for a longer period in accordance with the application of regulations in various countries, so that the term of copyright protection in certain areas applies if the creator is alive beyond the age of 70 years (seventy years). years after the death of the creator. Strengthen the protection of the property rights of creators and holders of related rights, for example by restricting the transfer of property rights through sales. use crimes related to complaints to demand criminal liability and resolve them through conciliation, arbitration or litigation. The Global Center Controller is responsible for the purchase, sale and infringement of copyright and related rights. As a subject of trust, copyright can be regarded as intangible personal property [15].

Products such as batik, which is a symbol of Indonesian culture and heritage, are highly vulnerable to fraud and unfair competition. Therefore, geographical protection is essential for batik to maintain its unique reputation and quality. By registering batik as a Geographical Indication, the government and the public can ensure that the product is protected by law and cannot be used by others without official permission. The implementation of this Directive is also supported by WIPO, which views the protection of geographical indications as an important aspect in preserving traditional products at the global level. Thus, the Geographical Indication Protection Policy in Indonesia not only protects local production rights but also promotes cultural heritage and local wisdom through a clear and effective legal mechanism [16].

Today, Indonesia easily accepts many foreign cultures. This is something that cannot be avoided, especially due to the influence of globalization in this day and age, which is very advanced in terms of technology. The development of technology, telecommunications and transportation since the early 20th century marked the era of globalization. People around the world can interact more easily thanks to globalization, which is



gradually removing the boundaries that limit interactions. According to Gannon, “globalization” refers to the increasing interdependence between individuals, governments, businesses, and non-profit organizations [17].

The World Intellectual Property Organization (WIPO) plays a very important role in the protection of Geographical Indications (GIs) in Indonesia, especially in supporting the development of effective policies and legal frameworks to protect local products. Through various international agreements such as the Lisbon Treaty and TRIPS, WIPO provides guidance and technical assistance to Indonesia to ensure that GI products such as batik and Toraja Coffee receive adequate protection at the global level. WIPO also acts as a facilitator of cooperation among member countries, so that Indonesia can share experiences and best practices in the management of geographical indications. Indonesia’s active participation in WIPO conferences, including the exhibition of GI products in Geneva, demonstrates the government’s commitment to promoting cultural wealth and raising international awareness of the importance of GI protection. With WIPO’s support, Indonesia is expected to strengthen its bargaining position in the global market, protect the rights of local producers, and encourage the economic sustainability of communities that depend on traditional products. Indonesia has actively participated in international agreements such as TRIPS under the WTO and the Lisbon Treaty, which set global standards for the protection of geographical indications. This will help Indonesia adapt and integrate international regulations into its domestic legal system. Indonesia has registered the Indonesian Cultural Collection (InaCC) as an IDA under the Budapest Treaty. This will enable Indonesia to become an internationally recognized microbial preservation center and enhance its ability to manage and utilize the world’s genetic resources. Indonesia is active in international forums related to geographical indications, such as the Diplomatic Conference on Genetic Resources and Related Traditional Knowledge (GRATK/DC) which provides opportunities for countries to exchange experiences and best practices in the protection of geographical indications. WIPO will strengthen the platform to promote Indonesian GI products at the global level. Throughout the WIPO General Assembly activities, Indonesia and ASEAN member countries held an exhibition of innovative and creative products from each country at the WIPO General Assembly. On July 16, 2024, there was also a seminar on Collective Brands in Tourism and Creative Economy. For example, at the WIPO General Assembly, Indonesia held an exhibition of 135 GI products to promote the economic potential of local products abroad. Indonesia’s participation in WIPO conferences also includes training and education on the importance of GI protection. This will help strengthen law



enforcement capacity and increase public awareness of the cultural values contained in traditional products [18].

With the establishment of the ASEAN Economic Community (AEC) in early 2015, Indonesia has entered a new era in economic relations, especially trade. However, amidst the intense competition in the ASEAN Economic Community (AEC), Indonesia still faces a number of challenges, one of which is the lack of public understanding of the importance of intellectual property rights (IPR). This lack of understanding has a serious impact on Indonesian industry due to the inadequate implementation of IPR. In Indonesia, the idea of intellectual property rights (IPR) is not new. Intellectual property rights (IPR) have received significant attention since the establishment of the ASEAN Free Trade Area and the passing of the Trade-Related Aspects of Intellectual Property Rights in 2000. The Indonesian business community and the international community continue to debate these rights. In his journal, Fathoni explains that: "Indonesia as a developing country needs to advance the industrial sector by increasing competitiveness. One of these competitiveness is to utilize the role of industrial design which is part of Intellectual Property Rights. Cultural diversity combined with efforts to participate in the globalization of trade, by providing legal protection for industrial designs, will accelerate national industrial development" [19]. Indonesia is a developing country that has joined the ASEAN Economic Community (AEC). Some of the most pressing issues are its unstable economy, low per capita income, and the quantity and quality of Indonesian goods and services that still do not meet expectations. Indonesia urgently needs to facilitate the optimization of intellectual property rights, particularly those relating to the creative works of its citizens, in addition to addressing these challenges to improve the country's economy. It is important for every level of society to remember that the country known as the Dutch East Indies is famous for its various traditions, cultures and customs, both commercial and trade. Therefore, it is important to implement innovative control measures to prevent disputes and losses among the various categories of companies in society. Therefore, one of the appropriate ways to support Indonesia's healthy economic growth is to maximize the use of intellectual property rights. Whether we realize it or not, industries in Indonesia continue to grow every year due to the abundance of diverse natural and human resources and the variety of innovative concepts. The rapid growth of MSMEs (Micro, Small and Medium Enterprises) is proof of this. Therefore, to safeguard intellectual property rights in the domestic and global markets, the rapid growth of this industry must be accompanied by recognition of it. Intellectual property rights (IPR) are closely linked to a country's economic progress. IPR protection will be more important

in encouraging the economic expansion of a country if its economic system is more open. Gould and Gruben (1996) conducted a study of 95 developed and developing countries between 1960 and 1988. Their findings show that countries that adopt an open economic system experience greater economic impacts from countries with stronger intellectual property protection. Despite facing various challenges, Indonesia's creative economy has significant untapped potential. Most of this division consists of small and medium-sized enterprises, which still sell their products in the local market. Not many people know how intellectual property rights (IPR) can increase the value of their companies. They also need the capital and innovation necessary to create and expand their trade. Legal guarantees for topographical signs could be a specific area that falls under the responsibility of autonomous regions. Furthermore, local governments should organize measures to guarantee the security of geological mark rights in their territories, for the sake of regional prosperity. One of the shortcomings of the number of Topographical Mark registrations is the complexity of the requirements to be met, as well as the limited registration budget at the local government level, especially for commercial or agricultural enterprises. The following cases relate to typical traditional forms of social expression in Indonesia: An outside venture company based in Bali sells "Gelang-kalung" silver jewelry that features a combination of the Luk Lumajang mythical creature theme on bracelets and bracelets with the Balinese crocodile eye theme. In addition, there are also cross-border cases, such as when a mask from Mexico did not sell well in the market, but a competitor made a mask with distinctive Balinese colors and ended up selling it in America. Although BEKRAF cannot investigate cases of intellectual property rights infringement, the anti-piracy program helps creative entrepreneurs with direction and practical advice when their products infringe intellectual property rights. This can be important because if creators do not report cases of intellectual property rights infringement, legal experts cannot take any action. Therefore, a deep understanding of intellectual property rights (IPR) is fundamental for Indonesian society as it enters the global-regional financial era. Therefore, the rights of creators will be guaranteed, and Indonesia can play a role in the fast-changing ASEAN Economic Community (AEC) [20].

Batik is one example of a protected Geographical Indication (GI) product in Indonesia and was officially recognized in 2009 by being registered as a UNESCO Intangible Cultural Heritage. The protection of batik as a geographical indication not only provides strong legal recognition of the uniqueness and quality of the product, but also has a significant impact on the economy and culture of a community. Economically, the

protection of geographical indications allows batik artisans to get added value from their products, thus increasing the income and welfare of local communities involved in the production process. In addition, batik labeled with IG (geographical indication) can be sold at a higher price in domestic and international markets, thus increasing the bargaining power of producers. From a cultural perspective, this protection helps preserve the batik-making techniques and traditions that have been passed down from generation to generation, so that the knowledge and skills are not lost over time. Therefore, protecting batik as a GI product not only protects the rights of artisans but also enriches Indonesia's cultural identity in the world arena. Intellectual property (IP) protection through geographical indications (GIs) plays an important role in supporting local economic growth and strengthening Indonesia's cultural identity. In many industries such as batik, coffee and handicrafts, geographical indication protection allows producers to promote their products by legally recognizing products with unique characteristics depending on their origin, such as: They are encouraged to sell at higher prices, thereby increasing income and welfare. For artisans, the presence of GIs provides incentives for artisans to maintain the quality and reliability of their products, which in turn helps preserve cultural techniques and traditions passed down from generation to generation. The protection of intellectual property GIs (geographical indications) not only contributes to regional economic growth by creating jobs and increasing product competitiveness in the global market, but also celebrates and strengthens Indonesia's cultural identity internationally. This makes GIs a strategic instrument for integrating economic and cultural dimensions into sustainable development. The protection of intellectual property (IP) through geographical indications (GI) can significantly improve the competitiveness of local products in the global market by providing an internationally recognized guarantee of quality and reliability. By registering products such as Gayo Coffee and Amed Garam as GIs, their sales value has increased dramatically. For example, the price of Gayo coffee rose from Rp50,000 to Rp120,000 per kg after it was registered in the European Union. This protection not only increases the income of local producers, but also opens wider export opportunities to strengthen the position of Indonesian products in the international market. GI serves as an effective means of promotion, educating consumers about the uniqueness and quality of products of a particular region and raising awareness of the importance of sustainability and preserving local culture. The protection of geographical indications not only contributes to local economic growth, but also strengthens Indonesia's cultural identity and increases its competitiveness in the world market [21].

The protection of geographical indications (GIs) in Indonesia faces major challenges, but at the same time provides great opportunities for regional economic development and cultural preservation. One of the biggest challenges is the issue of ownership, and it is often unclear who has the rights to GI products, especially when local communities with traditional knowledge are involved. In addition, law enforcement is also an important issue. Many counterfeit or imitation products do not meet the quality or reputation standards of GIs, thus harming the original producer and obscuring the value of the product. On the other hand, digitization is also a challenge as lack of infrastructure and lack of understanding of technology can hinder the promotion and distribution of GI products in the global market. But these challenges also create opportunities. The creation of the “Geographical Indication Roadmap 2025-2029” by the Directorate General of Intellectual Property is expected to increase awareness and knowledge of GIs among stakeholders. The utilization of digital technology for marketing and sales makes it easier for international consumers to access GI products. Challenges in protecting geographical indications are very complex, but there are also opportunities that can be utilized to strengthen the competitiveness of local products and support sustainable economic growth [22].

The Unitary State of the Republic of Indonesia (NKRI) is an archipelago consisting of approximately 17,504 islands with diverse natural and biological resources. According to data from the Central Bureau of Statistics, the 2010 population survey showed 1,331 ethnic minority groups in Indonesia. This category is the name of a tribe or another name, even the name of a sub-tribe. This non-ministerial body is responsible for developing policies to maximize the enormous potential of Indonesia’s creative economy. Ari Juliano Gema, BEKRAF’s Deputy for IPR Support and Regulation, explained the initiatives his organization is undertaking to encourage the rapid development of Indonesia’s creative industries. The government must ensure that cultural diversity is properly preserved. A database containing Indonesia’s traditional knowledge is needed to know and recognize the traditional culture of various regions. In addition, this database can be used as a global and national data source. Regarding the number of languages in Indonesia, the Language Development Agency of the Ministry of Education and Culture or Language Agency has mapped and verified 652 different regional languages. The existence of biodiversity as a national asset certainly has an impact on many commodities or products that have economic potential. Economic potential means that biodiversity has the potential to become an economic good, which can be traded by representing the unique and regional aspects of biodiversity. The utilization is carried out by the local

community or local community as the original producer of the product or managed institutionally by the local government as an asset that can characterize the region. The utilization of natural and cultural resources by the community will produce geographical indication products that have high market value. In 2010, there was a case of a Gayo coffee shop whose license was held by the Netherlands. After going through various difficulties, Gayo coffee finally received a geographical indication certificate so that farmers can get more benefits from their cultivation. Identity is important because it reflects individual identity on a small scale and national identity on a large scale. Identity, whose meaning reflects the identity of a nation, seems to have become a necessity today. A country's identity is expressed in various ways, including flags, anthems and national symbols. This research examines identity in the form of culture. This is evident in the rapid development of Indonesia's industry in the era of globalization. Since 2018, geographical indications have become a hot topic in the protection of intellectual property rights, especially in relation to regional common rights [23].

In this case, the central and local governments have the right to register traditional cultural expressions. For approximately twelve years, batik has been recognized by UNESCO as a world cultural heritage, along with many other Indonesian cultures that have global influence. This research aims to find out how international law upholds the copyright of traditional batik cultural expressions in Indonesia and the types of copyright infringement of batik cultural heritage that have occurred. Despite being recognized by UNESCO as Indonesia's cultural heritage, batik continues to spread and flourish in many countries around the world. We must realize that culture can be influenced through ever-changing human interactions. Even Indonesian batik can influence African, Sri Lankan and Malaysian batik. Therefore, it does not mean that their culture or batik is of less interest. Each type of batik cloth has its own artistry that tells a different story about its origin. Currently, batik is at the peak of its popularity. Batik was designated as Indonesia's cultural heritage or intangible cultural heritage by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) on October 2, 2009. Batik is the art of painting on clothes. This art of drawing is not just drawing, but the drawing also has a philosophical meaning. The philosophy of batik design is closely related to Javanese culture and is rich in symbolism, deeply rooted in the Javanese philosophy of life. Nevertheless, HAKI is still used as a guideline and reference in protecting works and/or goods that have the potential to become intellectual property. According to W.R. Cornish, intellectual property rights are Traditionally, copyrights on literary, artistic and musical works are referred to as intellectual property. More recently, however, the

phrase has been used to describe a wide variety of rights, including some rights more commonly known as industrial property, such as trademarks and patents. According to David Brainbridge, “intellectual property law is the area of law that concerns legal rights associated with creative endeavors or commercial reputation and goodwill.” The Indonesian government reaffirmed its commitment to support the establishment of the Indonesian Property Academy which aims to expand intellectual property capacity and knowledge in Indonesia. This event facilitates the advancement of professionalism and proficiency in the management and protection of intellectual property. The cooperation with WIPO also includes training and education on the importance of intellectual property protection. The aim is to increase public awareness and knowledge regarding the cultural values contained in traditional products. Indonesia has emphasized the importance of ensuring the success of the diplomatic conference on the draft agreement to be held in Riyadh, Saudi Arabia, in November this year. The forum will discuss new topics such as digital technology and artificial intelligence, as intellectual property plays an important role in driving innovation in these fields. Indonesia, together with ASEAN member states, organized an exhibition of each country’s creative and innovative products at the WIPO General Assembly. This exhibition aims to promote and explore the potential of Indonesian products abroad, including 135 Indonesian IG products. A seminar on collective brands in tourism and creative industries was also held on July 16, 2024. The purpose of the seminar was to expand the knowledge and application of collective brands in Indonesia’s tourism and creative industries. The signing of the WIPO Treaty on Intellectual Property, Genetic Resources and Associated Traditional Knowledge (GRATK) on July 8 2024, will strengthen the genetic resources patent system and the validity, transparency and quality of traditional knowledge regarding genetic resources and improve patents. This agreement is expected to prevent mistakes in patenting inventions related to genetic resources and traditional knowledge that are not new and innovative [24].

## 5. Conclusion

Protection of Geographical Indications (GI) of Indonesian local products is an important effort in preserving cultural heritage and local wisdom through international legal protection, in the perspective of WIPO (World Intellectual Property Organization). Based on Law No. 20/2016 on Trademarks and Geographical Indications, Indonesia grants exclusive rights to the owner of registered geographical indications if the reputation, quality, and

protected characteristics still exist. At the 65th WIPO General Assembly, Indonesia introduced 135 GI (Geographical Indication) products, including coffee, plantation products, spices, handicrafts, fishery products, and marine products. The Indonesian delegation will join representatives from various WIPO Member States with the aim of increasing global understanding of the importance of protecting GIs (Geographical Indications) to support economic poverty and strengthen the welfare of local communities. Through this exhibition, Indonesia also aims to build international partnerships to develop protection strategies for GI products. This is expected to open new opportunities to export these products to international markets while maintaining environmental ecosystems and supporting sustainable livelihoods for local communities. Overall, Indonesia's presence at the WIPO General Assembly provides a positive impetus to strengthen the country's position as a major player in the protection and promotion of GI products globally.

## Acknowledgements

This research explores the development of innovative traditional knowledge aimed at addressing the intellectual property (IP) rights of indigenous peoples and local communities in Indonesia. The regional initiative supported by the World Intellectual Property Organization (WIPO) aims to empower these communities in documenting, digitizing, and managing their cultural heritage according to their own wishes. A licensing and labeling framework was introduced to meet the access and management requirements specific to indigenous, local, and traditional communities, offering standard procedures and cultural heritage models. This study highlights batik as a representation of Indonesian cultural identity, emphasizing its ancestral significance and unique characteristics that distinguish it from other cultures. WIPO plays an important role in this process, managing 24 agreements and fostering international cooperation to protect intellectual property rights while promoting cultural and economic development worldwide. By preserving traditional knowledge and geographical indications, Indonesia can strengthen its global economic and cultural position. The protection of Geographical Indications (GI) for Indonesian local products is an important effort in preserving cultural heritage and local wisdom through international legal protection, from the perspective of WIPO (World Intellectual Property Organization). Based on Law Number 20 of 2016 concerning Trademarks and Geographical Indications, Indonesia grants exclusive rights to registered geographical indication owners as long as the protected reputation, quality, and characteristics still exist. At the 65<sup>th</sup> WIPO General



Assembly, Indonesia introduced 135 GI (Geographical Indication) products, including coffee, plantation products, spices, handicrafts, fishery products, and marine products. The Indonesian delegation joined representatives from various WIPO Member States with the aim of enhancing global understanding of the importance of protecting GIs (Geographical Indications) to support economic poverty alleviation and strengthen the welfare of local communities in the future. Through this exhibition, Indonesia also aims to build international partnerships to develop protection strategies for GI products. This is expected to open new opportunities for exporting these products to international markets while preserving the environmental ecosystem and supporting sustainable livelihoods for local communities. Overall, Indonesia's presence at the WIPO General Assembly provides a positive boost to strengthen the country's position as a key player in the protection and promotion of GI products globally.

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