

## Protection of Intellectual Property Law (KI) Against the Results of Food and Beverage Entrepreneurship Products of NU 2 High School

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### Abstract

The rapid development of industry triggers a reality that each region must have independence. Therefore, efforts to improve welfare continue to be made. One of the activities that can be carried out by entrepreneurship and producing a product is that later the product can be resold and imaged to get its legal protection. School support can also support the realization of a business that will run after. However, the reality on the ground as experienced by high school 2 NU, Gresik Subdistrict with processed products in the form of food and soft drinks which are managed by the student in School, There are weaknesses and imperfections and implementation In the field of entrepreneurship they are engaged in, that is, there is no protection or understanding that the processed products are managed they can be registered and obtain a form of protection and patented. Motivation and skill, tenacity will be strong enough to build on human resources if their processed products in KI achieve a sense of security and comfort and realize a form of protection for entrepreneurs. Adapt their processed products. Community service activities that involve a team of lecturers and students using the lecture method and discussion can improve business managers' ability. The overall service activities can be said to be quite good with indicators of the success of mastery of the Material on the concept of entrepreneurship and digital marketing.

**Keywords:** IPR, Entrepreneurship, Legal Protection.

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### Introduction

Gresik District, as one of the supporting capital of East Java Province, is an area that is experiencing rapid development. This success was achieved because the region's potential, such as industry and trade, tourism, and small and medium-sized businesses, can be packaged well and directed. With a variety of regional potentials and adequate human resource support in its development, Gresik Regency can become one of the strategic areas for

developing the Gresik economy with a population that is starting to become dense with the complexity of environmental and community problems. Community development and powerment continues to be carried out towards the MEA (ASEAN Economic Community) in the Era of the Industrial Revolution 4.0, not only for urban communities but also for villagers. Revitalization and restructuring of various life fields, especially those that support economic



progress towards smart and independent villages, are jointly built by village officials and their communities.

The Condition of the School Environment and the Development of the Age demands that people think and act independently and be resilient in facing all possible challenges and obstacles in life. All of these need to be supported by creative nature and innovative actions. This condition is not only an impetus for a situation that forces a person to act according to the pattern of life, but it is a necessity that must be applied as a successful person. In this case, the government also participates in stimulating life independence by stimulating the entrepreneurial climate in all activity program sectors. One of them is in the field of education associated with entrepreneurship elements in the education curriculum. The current real situation is the lack of practical implementation of the entrepreneurship curriculum at the senior high school / vocational / MA levels, and even there are still schools that have not implemented the curriculum in their educational activities. The urgency that occurs here is that they should be included in the incubator to stimulate their entrepreneurial sense early on.

The entrepreneurship-based curriculum will create future personal candidates who succeed in reaching their goals and have an attitude of competitiveness and struggle that can trigger the nation's progress. The inculcation of entrepreneurship education, especially starting early in the young generation, facilitates the nation's potential. It is known that an active movement by the younger generation can

encourage the welfare of the Indonesian people by increasing the economic field's ability. Entrepreneurship education has unwittingly trained individual motorists to mobilize all their energy and abilities, primarily through entrepreneurship activities. The school has become a vehicle for incubation through entrepreneurship activities that will teach tenacity, patience, patience to do all creative activities that are carried out. Entrepreneurial activities trigger young people to be positive, active, and responsible for everything they do because they teach the character of tolerance and work well together. Many ideas or ideas emerge as a reaction from the inculcation of education and entrepreneurial activities so that innovative actions expected as learning outcomes or student outcomes by the instructors and educators can be achieved.

Entrepreneurial activities can provide benefits for students through skills training that will direct students' abilities according to students' passion. Their creative attitude and innovative actions are expected to raise elements of local wisdom for their region. If the attitude of independence in entrepreneurship has been embedded in the younger generation, there will be no more wasted regional potential. Skills training is essential because it will trigger the younger generation's attitude to managing existing resources, both human and Alanya, wisely and adequately.

As long as humans are still alive and grounded on this earth, then the discussion about entrepreneurship science will never die because

entrepreneurship is just a science principle, but entrepreneurship is a soul that every human should have. Even today, entrepreneurship is becoming "the top phenomenon," which is always attached to every target activity or activity, both individuals and organizations. The excess resources of the Indonesian people, both the population and the natural sector, will not be explored as efficiently as possible if the individual subjects do not instill an entrepreneurial spirit (Entrepreneurship) in every field of things done in their lives.

In Indonesia, the Law that protects copyrighted works is Law No. 6 of 1982 concerning Copyright, and has gone through several changes and has enacted the latest Act, Law No. 19 of 2002 concerning Copyright, which comes into force 12 (twelve) months after promulgation. Not only copyrighted works, inventions in the field of technology (patents) and creations on the incorporation of the elements of shape, color, lines (industrial product design) as well as marks used for trade and service activities (brands) also need to be recognized and protected under legal protection. In other words, Intellectual Property Rights (IPR) need to be documented so that the possibility of the production of technology or other similar works can be avoided or prevented. Through an entrepreneurship-based curriculum, it will create future personal candidates who successfully reach their goals and have competitiveness and fighting attitudes that can trigger the nation's progress. The inculcation of entrepreneurship education, especially starting early in the young generation, facilitates the nation's potential. It is

known that the younger generation's active movement can encourage the welfare of the Indonesian people through increasing economic capacity. Entrepreneurship education has unwittingly trained individual motorists to mobilize all their energy and abilities, primarily through entrepreneurial activities. Intellectual Property (KI) Is an exclusive right granted by the State to a group of people or institutions to hold power to use and benefit from intellectual property owned or created. The term Intellectual Property Is a Translation of *Intellectual Property* as stipulated in Law No. 7 of 1994 concerning the ratification of the WTO *Agreement Establishing The World Trade Organization*. Understanding *Intellectual Property* itself is an understanding of the rights to wealth arising from humans' intellectual abilities who have a relationship with one's rights, namely Human Rights. Directorate General of Information Commission Defines Information Commission as a right that arises for brain thought results if it produces a product or process that is useful for humans.

Understanding IP is a fundamental thing needed by all parties interested in utilizing and developing IP for business activities. Moreover, utilizing and developing IP is to increase the value of business productivity. Conceptually, KI means to protect the pouring of ideas and ideas that have manifested in real terms, where the pouring of these ideas has implications for the emergence of economic values on the results of ideas and ideas. Legal protection of private property rights has become a critical factor in the growth of

capitalism and free-market economies. Historical record from the community Legal Protection against Intellectual Property in general aims to:

- a. Provide legal certainty to the creators and inventors of the legal status of the results of their work or findings.
- b. They were guaranteeing a sense of justice to the creators and inventors who have not received legal protection for the results of their efforts.
- c. Encouraging the growth of creativity in society. Encouraging the publication of the results of works and or findings so that the wider community can access them.
- d. Provide the possibility of duplication and imitation of intellectual work
- e. driving progress in the world of Education, Research, and Development.
- f. Providing legal protection to the National Culture Work

### Method

Implementing community service activities in SMA NU Gresik is done with an interpersonal approach, both for teachers and students to find out the situational weaknesses and shortcomings owned by students. The implementation of community service begins with interviews with several teachers and principals. Furthermore, the strengthening of motivation is given by entrepreneurship socialization. Moreover, Protection of Intellectual Property The service activity ends with questions and answers and discussion between the speaker and students.

Coordination of a series of socialization processes with previous

students through communication with the teacher after the activity is carried out is partial assistance. Next will be continued with the type of activity Exposure Material sustainable school collaboration, like other entrepreneurship programs. Evaluation of community service activities is assessed by several indicators, including participants' attendance to assess participant involvement, discussion activeness measuring student responses, and identification of entrepreneurial interests to see personal reactions.

### Results and Discussion

Community service was carried out by a series of activities as follows:

#### 1. Service Results in the form of Education on Entrepreneurship Concept Community

Service activities at NU 2 Gresik High School involving the formation of a lecturer team consisting of three lecturers and two students were carried out on 4 February 2020. Previously the coordination had been conducted since the month of NU 2 Gresik High School by involving a lecturer team consisting of three lecturers and two students. January by visiting the school and arranging a schedule for when the socialization activity could be held. Community service activities were attended by students and teachers who were entrepreneurs of processed food and beverage products. Community service takes the theme of entrepreneurship training in the Protection of Intellectual Property Law (KI) on the Results of Entrepreneurial Products for Food and Soft Drinks at SMA NU 2 Gresik. The training

participants' enthusiasm was relatively high for the implementation of community service activities by the lecturer team.

The training material is divided into two lecture sessions. The initial training explained the concepts of entrepreneurship, creativity, innovation, and competence. The next training was a presentation on Products and types of Intellectual Property and how to register their processed products. After a discussion and question and answer session was held, the service team, in this case, the lecturer team, conducted a game and a question and answer session to students in a hall and a demonstration of marketing using internet facilities.

The lecturer who did the service also submitted a proposal whenever possible to get his business products to be marketed in the Muhammadiyah University of Gresik and Haki right. The service team welcomed the proposal positively by directing the interests of cooperatives in synergy with student assignments. The lecturer as a service team also gave directions and suggestions for diversification in the packaging of beverage products and other products that could be developed to support the Food and Beverage business. Based on community service activities that have been carried out through the semi- method *workshop*, *participatory*, *demonstration*, then in outline can be explained according to the following components:

The target participants' success Based on the number of invitations of participants who took part in this

socialization totaled 60 people. This shows the level of participation that has not been high,

- a. Achievement of training objectives achieved (75%). This can be said to be entire, which is evident from the increased understanding of entrepreneurship and modern marketing concepts that previously lacked understanding.
- b. Achievement of material targets Material the planned targets have been submitted although not in detail and in-depth, but overall the Material was appropriately delivered. Given the time constraints, then the achievement of material targets is considered to reach 85%.
- c. Participant's ability Participant's enthusiasm in the training and ability to answer questions given by the service team showed that participants mastered the Material.



**Figure 1.** Education on Entrepreneurship





**Figure 2.** Enthusiasm and Response of Students in the Socialization material

## 2. Dissemination and Procedures for Registration of Intellectual Property (IP).

Based on the results of the community service activities carried out by understanding the situation analysis, it is necessary to develop the school community further to achieve the community service program's success. Partnerships related to the academy and the lecturers and schools can continue to be developed to support business development, and problems or obstacles to running a business can be a source of reference in the scientific field in teaching and research for academics. Strengthening the knowledge of entrepreneurship, technology, and business networks can be obtained by

practitioners in the campus synergy with schools.

Registration of Results of food and beverage products in the field of Entrepreneurship. Includes trade secrets that are not publicly known in technology and or business that have economic value because they are useful in business activities and are kept confidential by the owner of trade secrets. Trade Secrets are information that is not known by the public in the field of technology and or business that has economic value because it is useful in business activities. Furthermore, it is kept confidential by the owner of trade secrets. The scope of protection of trade secrets includes production methods, sales processing methods, or other information in technology and or business that has economic value and is not known by the general public. Trade Secrets are protected if the information is:

1. Confidentiality is only known by certain parties, not generally by the public.
2. Has economic value if it can be used to carry out activities or businesses that are commercial or can improve the economy
3. Maintained confidentiality of the owner or the those who have mastered it has taken appropriate and appropriate steps.

Most Common Law Countries, including the United Kingdom, Canada, and Australia. Lawson Offenses Trade trade secrets arose due to court rulings and are not found in Law in Indonesia at this time. However, entrusted by the State, the Principal Elements of trade secret Law are the same. Six basic

principles can be found:

1. to obtain Legal Protection information must be Confidential
2. Defendant Must believe that the Plaintiff who maintains the confidentiality of information
3. There must be Use of confidential information without the permission of the Plaintiff conducted by the defendant
4. Use without permission for information must result in a loss to the Plaintiff
5. Disclosure of confidential information can be justified in the public interest and certain circumstances
6. various remedies can be applied through the court.

## Conclusion and Suggestions

### Conclusion

The implementation of community service activities at SMA NU 2 Gresik was carried out several times to determine the potential and weaknesses in developing businesses and registering their processed products. Public understanding of the importance of entrepreneurship and putting their processed products into Intellectual Property to be free from similarities with other types of products.

### Suggestions

Given the enormous benefits of community service, further steps should be taken, such as:

1. Conducting similar training to advance the results of their processed products
2. should immediately register their

intellectual property rights so that they are free from the presence of other similar elements. Furthermore, coordinating sustainability related to the IPRs that are registered.

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