

EFFECTIVENESS OF THE INTELLECTUAL PROPERTY CENTER PROGRAM IN THE INVENTORY AND RECORDING OF COMMUNAL INTELLECTUAL PROPERTY AT BRIDA GIANYAR REGENCY

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Abstract

Communal Intellectual Property (KIK) is an important asset that includes traditional knowledge, cultural expressions, genetic resources, and geographical indications that are passed down from generation to generation in a community. To protect KIK from foreign claims and ensure that economic and cultural benefits continue to be enjoyed by the community of origin, the Indonesian government through the Directorate General of Intellectual Property (DJKI) launched the Intellectual Property Center (Sentra-KI) Program. This program aims to inventory and record KIK as an initial step in legal protection. This study analyzes the effectiveness of the Sentra-KI Program at BRIDA Gianyar Regency in supporting KIK recording, and identifies factors that influence its success. The results of the study show that although this program has increased public awareness and provided a better recording system, there are still various obstacles, such as limited human resources, lack of public understanding, bureaucratic obstacles, and suboptimal digital infrastructure. To overcome these challenges, a more comprehensive strategy is needed, including improving education, digitizing services, strengthening partnerships with related institutions, optimizing budgets, and simplifying administrative procedures. By implementing effective strategies, the Sentra-KI Program is expected to improve the protection and sustainable use of KIK in Gianyar Regency.

Keywords: Effectiveness, Communal Intellectual Property, Intellectual Property Center, Registration, Legal Protection, BRIDA Gianyar Regency.

A. INTRODUCTION

Communal Intellectual Property (KIK) includes traditional knowledge, traditional cultural expressions, genetic resources, indications of origin, and potential geographical indications that are passed down from generation to generation in the community. The protection and preservation of KIK are crucial to prevent unilateral claims by foreign parties and to ensure that economic and cultural benefits continue to be enjoyed by the community of origin.

To address this challenge, the Directorate General of Intellectual Property (DJKI) of the Ministry of Law and Human Rights of the Republic of Indonesia has initiated the Intellectual Property Center program, hereinafter abbreviated as Sentra-KI. This program aims to increase community awareness and capacity in inventorying, recording, and protecting their KIK. Through Sentra-KI, DJKI provides consultation services, assistance, and facilitation of the KIK registration process, making it easier for local communities to secure their intellectual property rights.

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Government Regulation Number 56 of 2022 concerning Communal Intellectual Property emphasizes the importance of KIK inventory as an initial step in protection. This inventory is carried out through recording and integrating KIK data into the national information system, which is managed by DJKI. This system functions as an official database that documents the existence and ownership of KIK in Indonesia, so that it can be used as evidence in legal disputes and prevent illegitimate claims by other parties.

Although various efforts have been made, the effectiveness of the Sentra-KI program in supporting KIK inventory and recording still needs to be evaluated. Several studies show that there are still challenges in terms of program socialization, limited human resources, and lack of public understanding of the importance of KIK protection (Bire et al., 2024). Therefore, research on the effectiveness of the Sentra-KI program is important to identify existing obstacles and formulate more effective improvement strategies.

Thus, this study aims to analyze the extent to which the Sentra-KI program has succeeded in inventorying and recording KIK in Indonesia, as well as identifying factors that influence the effectiveness of the program. The results of the study are expected to provide recommendations for DJKI and related stakeholders in improving the protection and optimal utilization of KIK. Protection of Communal Intellectual Property (KIK) is a strategic issue in protecting cultural heritage and traditional knowledge from foreign claims or unauthorized use. The Indonesian government through the Directorate General of Intellectual Property (DJKI) has launched the Sentra Properti Intelektual (Sentra-KI) program to facilitate the inventory and recording of KIK as an initial step in protection (Susanti, 2022).

This research was conducted at the Breda Office of Gianyar Regency. The reason for choosing the Breda Office of Gianyar Regency was because there were a number of problems that arose related to the effectiveness of the implementation of this program, including the lack of public understanding. Many local communities do not yet understand the importance of recording KIK, which causes their participation in this program to be still low. Next is the obstacle to socialization. The socialization of the Sentra-KI program has not been evenly distributed, especially in remote areas which are the centers of KIK diversity. In addition, limited human resources are also a major problem. The availability of human and technical resources in the Sentra-KI program is still limited, so the process of data collection and recording of KIK is not optimal. This can be seen from the average number of Communal IPRs in Gianyar Regency in 2022-2024 of 9 IPRs each year and Personal IPRs an average of 36 IPRs each year. In more detail, the number of IPRs in Gianyar Regency in 2022-2024 is as follows.

Table 1.1 Recapitulation of IPR in Breda, Gianyar Regency, 2022-2024

Table 1.1: Recapitulation of IPR in Brunei, Sarawak, Sabah, and Perlis, 2022-2024						
No	IPR	Types of IPR	Years			Avarage
			2022	2023	2024	
1	Communal	1. EBT (Traditional Cultural Expression)	2	5	15	7
		2. PT (Traditional Knowledge)	-	1	2	1
		3. IG (Geographical Indication)	-	1	1	1
		4. Genetic Resources	-	-	-	-
Sub Total			2	7	18	9
2	Personal	1. Copyright	14	25	68	36
		2. Trademark Rights	-	-	1	-
		3. Patents	-	-	-	-

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		4. Industrial Design	-	-	-	-
		5. Trade Secret	-	-	-	-
		6. Integrated Circuit Layout Design	-	-	-	-
		7. Plant Varieties	-	-	-	-
Sub Total			14	25	69	36

Source: Brida Gianyar Regency (2024)

The data in Table 1.1 shows that Gianyar Regency recorded an average growth in the number of communal Intellectual Property Rights (IPR) over the past 3 years, namely from 2022-2024 as many as 9 IPRs while Personal IPRs were 36 IPRs. This growth shows that public awareness of the importance of IPR protection is still low. With the great potential that Gianyar has as a center for Balinese arts and culture, synergy is needed between the government, creative communities, and the general public to ensure that IPR becomes one of the important pillars in maintaining and developing cultural heritage and local innovation. Strategies such as education, technical assistance, and providing easier access to IPR registration are relevant steps to continue to support the growth of IPR in Gianyar Regency.

B. LITERATURE REVIEW

Program Effectiveness Concept

Program effectiveness refers to the degree of success of a program in achieving its stated goals. An effective program can provide tangible results and have a direct impact on the intended target. Effectiveness assessments often involve success indicators such as outcomes, impacts, and sustainability. In the context of government, effectiveness is also seen from how appropriately the program addresses the needs of the community. Therefore, effectiveness is an important basis for evaluating the success of the Intellectual Property Center program (Fitria et al., 2025).

Communal Intellectual Property

Communal intellectual property is knowledge, cultural expressions, or innovations that are collectively owned by a community. This type of property is usually passed down from generation to generation and reflects the cultural identity of the community. Communal intellectual property needs to be protected so that it is not misused by outsiders. One form of protection that can be done is through official recording and inventory by government agencies. With good recording, the economic potential and cultural value of this property can be utilized fairly (Dwiputri et al., 2024).

The Role of Regional Intellectual Property Centers

The Regional Intellectual Property Center has the main function as a center for information services and facilitation of intellectual property registration. This institution acts as an intermediary between the community and government agencies in the legal protection process. Through this center, the community is encouraged to realize the importance of registering the intellectual property they own. In the context of communal intellectual property, the role of the center is very important to assist the community in the inventory process. With the support of the center, intellectual property registration can be carried out more systematically and comprehensively (Nadzia & Widyastuti, 2023).

C. RESEARCH METHODOLOGY

Types and Research Approaches

In research studies, the use of scientific methods is a step that must be taken, so that the selected results can be answered validly, reliably and objectively, with the aim of finding,

proving and developing knowledge, so that it can be used to understand, solve, and anticipate problems in the field of public administration. This research is descriptive, namely the procedure for solving problems that are investigated by describing or depicting the current state of the subject/object of research based on facts as they are. While the research approach that will be used to obtain accuracy with this descriptive method is qualitative. As Bogman and Taylor (Moleong, 2014) state that research procedures that produce descriptive data in the form of written or spoken words from people and observed behavior are also called qualitative methodology.

Research Location

This research was conducted at the Brida Office of Gianyar Regency. The reason for choosing the Brida Office of Gianyar Regency is because Gianyar Regency has a wealth of culture, art, and traditions that are very diverse and unique, such as carving, dance, handicrafts, and local wisdom that has been passed down from generation to generation. This potential makes Gianyar a relevant area to study the effectiveness of the communal intellectual property inventory program. In addition, the Gianyar Regency Government has shown a strong commitment to preserving and protecting communal intellectual property as part of efforts to support regional development based on culture. This is reflected in the support for the program run by BRIDA. The Intellectual Property Center Program implemented at BRIDA Gianyar Regency provides an opportunity to evaluate the effectiveness of the communal intellectual property inventory and recording process, including identifying obstacles and opportunities in its implementation.

D. RESULT AND DISCUSSION

The results of this study indicate that the Intellectual Property Center (Sentra-KI) Program at BRIDA Gianyar Regency has had a positive impact on the inventory and recording of Communal Intellectual Property (KIK). However, several challenges still hamper the effectiveness of this program, such as limited human resources, lack of public understanding, and regulatory constraints. Therefore, a more comprehensive strategy is needed to improve the effectiveness of this program in a sustainable manner.

Effectiveness of the KI Center Program

Based on interviews with various informants, the effectiveness of the Sentra-KI program can be seen from several main aspects, namely increasing public awareness, namely this program has succeeded in increasing public awareness of the importance of KIK protection. Various socializations and trainings held attracted the attention of the arts, culture, and academic communities to actively participate in the KIK inventory.

The theory of public communication (Rogers, 2003) shows that effective dissemination of information through various media can increase public understanding of a policy or program. The next effectiveness of the Sentra-KI program is a better recording system, namely Sentra-KI has developed a more systematic and well-documented recording system, which facilitates data archiving and accessibility. This is in line with the data management theory by Davenport and Prusak (1998) which emphasizes the importance of a structured information system in supporting organizational effectiveness.

Next is government support, namely budget allocation from the local government has helped this program run well even though there are still limitations in terms of human resources and technology. Based on the theory of public policy by Dye (2013), the success of a program is highly dependent on the commitment and support of the government, both in the form of regulations and budgets.

However, there are still several obstacles that hinder the effectiveness of the program, including:

1. Limited human resources: Officers handling the KI Center are still limited in number and competence. According to the human resource development theory by McLagan (1989), improving workforce skills through training and professional development is the key to increasing the effectiveness of an organization.
2. Bureaucratic obstacles: The recording process is still considered complicated by the community. This is related to Weber's bureaucratic theory which states that bureaucracy that is too rigid can hinder the effectiveness of a program if it is not balanced with administrative flexibility.
3. Lack of digital infrastructure: The use of technology in recording KIK still needs to be improved to be more efficient. The innovation adoption theory by Rogers (2003) emphasizes that technological advances can only be beneficial if supported by user understanding and readiness

Obstacles in the Implementation of the KI Center Program

In addition to technical challenges, other obstacles found in this study include the lack of public understanding and interest. Some business actors and cultural communities still do not understand the economic benefits of KIK registration. Based on the theory of consumer behavior by Kotler & Keller (2016), lack of understanding can be a factor inhibiting the adoption of a new service.

In addition to the lack of public interest, there are also budget limitations. Despite receiving support from the local government, budget distribution still needs to be optimized so that it can be used more effectively. This is relevant to the theory of public financial management by Mikesell (2011) which emphasizes the importance of efficiency in allocating resources to achieve program goals. Suboptimal coordination is also an obstacle in implementing the KI center program. The lack of coordination between various related institutions has caused this program to not run optimally. Based on the theory of inter-institutional coordination by Mintzberg (1979), the effectiveness of coordination is highly dependent on clarity of tasks, good communication, and synergy between stakeholders.

Regulation is also an important factor in inhibiting the program. The results of the study showed that there were overlapping regulations and a lack of specific rules for KIK, which hampered the recording process. This refers to the theory of administrative law by Goodnow (2014), which states that unsynchronized policies can cause confusion in the implementation of government programs. In addition, social and cultural challenges such as several customary conflicts and differences in community perceptions regarding KIK ownership are still obstacles to program implementation. Based on the theory of cultural anthropology by Geertz (2019), differences in values and norms in a society can influence the adoption of new policies or programs.

Strategies to Increase the Effectiveness of the KI Center Program

Based on interviews with informants, several main strategies that can be implemented to increase the effectiveness of the Sentra-KI program are:

1. Improving Education and Socialization
 - a. Intensify socialization activities by involving academics, legal practitioners, and local communities.
 - b. Increase public understanding through regular training and public campaigns. This is in line with the theory of social change communication by Servaes (1999), which emphasizes the importance of communication in building public awareness.
2. Digitalization and Modernization of Services
 - a. Developing a more efficient digital system to simplify the KIK recording and registration process.

- b. Improving technological infrastructure to support faster and more transparent recording. Based on the theory of information technology by Laudon & Laudon (2018), digitalization can improve the efficiency of public services if implemented properly.
3. Partnership with Related Institutions
 - a. Collaborate with universities and intellectual property offices to strengthen technical support.
 - b. Build networks with the business community to increase the involvement of MSMEs in IP registration. Based on the theory of cross-sector collaboration by Bryson, Crosby, & Stone (2015), strong partnerships can increase the effectiveness of public policy implementation.
4. Budget and Resource Optimization
 - a. Allocate a larger budget for the development of KI Centers.
 - b. Increase the number and competence of officers through training and recruitment of experts.
5. Simplification of Administrative Processes
 - a. Simplifying the KIK registration procedure with clearer guidelines and assistance services.
 - b. Providing incentives for MSMEs that register their intellectual property rights.
6. Strengthening Regulations and Policies
 - a. Develop more specific regulations and support the sustainability of the Sentra-KI program.
 - b. Harmonize policies between institutions to avoid overlapping regulations.

By implementing this strategy optimally and based on relevant theories, the Sentra-KI Program at BRIDA Gianyar Regency is expected to provide greater benefits to the community and business actors and contribute to the protection and development of Communal Intellectual Property in a sustainable manner.

E. CONCLUSION

Based on the research results, the Sentra-KI Program at BRIDA Gianyar Regency has shown effectiveness in increasing public awareness of the importance of protecting Communal Intellectual Property (KIK). The socialization and training that have been carried out have succeeded in attracting the attention of various arts, culture, and academic communities to participate in the KIK inventory process. In addition, a better recording system and support from the local government through budget allocation have helped smooth the implementation of this program. However, there are several obstacles that still need to be overcome, including limited human resources, bureaucratic obstacles, and lack of digital infrastructure that can hinder the effectiveness of the program. In addition, low public understanding, limited budget, less than optimal coordination between institutions, and regulations that do not provide maximum support are also challenges in implementing the Sentra-KI program.

To overcome these obstacles, several strategies have been identified, such as increasing education and socialization, digitizing KIK registration services, strengthening partnerships with various institutions, optimizing budgets and resources, simplifying administrative procedures, and strengthening related regulations and policies. By implementing these strategies systematically and based on relevant theories, it is hoped that the Sentra-KI Program can run more effectively and provide greater benefits to the community and business actors in Gianyar Regency.

Overall, the Sentra-KI Program has great potential to continue to grow as a sustainable intellectual property protection initiative. With improvements in the various aspects that have been identified, this program can further enhance its role in protecting and developing Communal Intellectual Property as a valuable asset for local communities.

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