

Increasing Value and Protecting Business: Socialization of the Importance of Brands and Copyrights for Rice Traders in Kulon Progo Regency

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INFORMASI ARTIKEL

ABSTRACT

Kata Kunci:

Registered Trademark
Copyright
Kulonprogo Rice Traders
Rice Counterfeiting
Business Protection

This 2-day intensive community service program aims to improve the practical understanding of rice traders in Kulonprogo Regency about the importance of registered trademarks and copyrights in facing the challenges of rice counterfeiting, unfair competition, and legal vulnerabilities. Through participatory training methods (brand registration simulation, analysis of packaging copyright infringement cases, and focused discussions), 25-30 participants were invited to understand the strategic benefits of IPR: business protection, product differentiation, increased sales value, and prevention of legal risks. The results showed that 85% of participants experienced a significant increase in awareness, were able to identify the benefits of registered trademarks (such as quality assurance and the basis for lawsuits) and the risks of copyright infringement. As many as 60% of participants committed to taking concrete actions (brand registration consultation with DISPERDAG, review of packaging design). This program succeeded in laying the foundation for mindset transformation by providing practical guidance, booklets, and access to further assistance from DJKI/DISPERDAG, although ongoing support is needed to realize participants' commitments.

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I. INTRODUCTION

The rice industry as the backbone of the economy in Kulonprogo Regency faces complex challenges amidst fierce competition and rampant rice counterfeiting practices. Recent studies have shown that changes in agricultural land use to non-agricultural land threaten food security while increasing the vulnerability of small- and medium-scale rice traders to unfair competition (Sukri et al., 2022). In this context, ignorance of the legal aspects of Intellectual Property (IP) is the root of the problem that hinders business growth. Research by Rozaki et al. (2024) confirmed that rice traders in areas such as Kulonprogo often do not utilize registered brands as a means of product differentiation, even though studies on food MSMEs in Java show that registered brands can increase selling value by up to 40%. The practice of counterfeiting rice and the use of fake labels not only harm consumers but also erode trust in local products. BPS Kulonprogo data (2024) revealed that 65% of traders faced declining sales due to counterfeit products flooding the market. In fact, brand protection through official registration at DJKI can be a strategic legal weapon. Suharti's study (2020) proves that geographical indication-based brands improve agricultural sustainability while also being a guarantee of quality for consumers.

The lack of understanding of brand registration procedures is an operational obstacle. Helmy et al research (2021) on MSMEs in West Sumatra identified three main obstacles: high costs, long processes, and lack of socialization. This is where the role of mentoring by DISPERDAG and DJKI becomes crucial. Participatory training programs such as online brand registration simulations and packaging copyright infringement analysis have been shown to increase trader commitment. Implementation in Kulonprogo showed that 85% of participants experienced increased IPR awareness and 60% took concrete actions such as brand consultation (Dewandini et al., 2024). Although DISPERDAG and DJKI have previously conducted outreach on the importance of IPR for business actors, a study by Dewandini et al. (2024) revealed fundamental limitations in

previous programs: a theoretical approach without concrete practical guidance, a short duration (usually ≤ 2 hours) that was insufficient for in-depth study of the material, and a lack of participatory approaches in contextual case analysis. This community service program is specifically designed to address these gaps through a two-day intensive participatory method that integrates online trademark registration simulations, analysis of specific packaging infringement cases in Kulonprogo, and focused discussions to develop action plans. Structural collaboration with DJKI and DISPERDAG as facilitators ensures access to ongoing post-activity mentoring, thereby not only enhancing understanding but also driving real implementation—a leap from conventional socialization approaches that have not optimally encouraged behavioral change in businesses. Strengthening the local rice value chain requires a holistic approach. The study by Sukri et al. (2022) recommends integrating rice field protection with spatial planning and the development of technology based sustainable agricultural clusters. This strategy is in line with WIPO's findings (2023) that agri-food MSMEs that adopt registered brands tend to implement sustainable agricultural practices to maintain their reputation.

1. Trademarks for Added Value and Consumer Loyalty:

Strong trademarks enable certain local rice products (e.g., specific brands for organic rice, black rice, or certain superior rice varieties) to build reputation, differentiation, and consumer loyalty (Kotler, P., & Keller, 2016). Brands serve as a promise of consistent quality, taste, and value. For farmers and rice processing SMEs, legally registered trademarks provide protection against misuse of the name and facilitate more effective marketing. Brands help them shift from selling generic commodities to selling value-added products with a clear identity, which in turn can increase profit margins and welfare (WIPO, 2017).

2. Impact on Sustainability, Well-being and Food Security:

Sustainability: A high-value brand-based system encourages more sustainable agricultural practices to maintain quality and reputation. Farmers are motivated to protect the environment and natural resources as production assets (Suharti, 2020). Protection of local varieties through this system also supports agrobiodiversity. **Welfare:** The added value obtained through branded marketing flows more directly to local farmers and MSMEs involved in the specific value chain. This increases their income and provides incentives for the younger generation to stay in the agricultural sector (WIPO, 2017). **Food Safety:** Brands provide consumers with assurance of origin and quality. Consumers can choose rice with confidence in the promised characteristics (taste, texture, production method). This transparency increases trust and ultimately supports food security based on trusted local production (Sawitri, 2019). IPR protection also makes it difficult for fake or low-quality rice to enter with the same label.

II. PROBLEMS

The rice trading industry in Kulonprogo Regency, as the backbone of the economy for many local business actors, especially small and medium traders, faces significant challenges related to the low understanding and utilization of Intellectual Property (IP) aspects, especially Trademarks and Copyright. This low awareness is the root of the problem that triggers several crucial issues. First, without a registered brand, traders have difficulty distinguishing their quality rice products in a crowded and competitive market, so that local superior products do not have a strong identity and added value, only relying on price as the main factor to compete. Nursyahid's study (2024) confirms that registered brands based on geographical indications can actually be a strategic solution, because they can increase sales value by up to 40% while guaranteeing quality for consumers. Second, the lack of brand protection makes honest traders very vulnerable to counterfeiting practices and the sale of fake or imitation branded mixed rice, which is not only economically detrimental through decreased sales and reputation, but also endangers consumers and weakens the integrity of the local rice market. Third, the lack of understanding of Copyright has the potential to lead traders into violations of the law, such as the use of packaging designs, logos, or promotional materials belonging to other parties without permission (for example, images from the internet) to beautify their products, which risks lawsuits and fines. On the other hand, they are also unaware of the potential to protect their own original creations (unique packaging designs, logos, slogans) which can be valuable assets. As a result, many rice trading businesses in Kulonprogo operate without adequate legal protection, have difficulty building long-term consumer loyalty through brand identity, and are at risk of financial losses due to counterfeiting and lawsuits due to ignorance. Furthermore, the lack of knowledge about practical trademark registration procedures and basic understanding of copyright hinders efforts to empower and improve the competitiveness of these micro and small businesses.

However, bureaucratic and technical obstacles are the main barriers: brand registration fees (Rp. 1.5-2 million/class) and the duration of the process (6-12 months) are considered burdensome for micro traders, exacerbated by the lack of practical guidance (Fandaru, 2016).

Therefore, how can effective efforts be made in a very limited time (only 2 days) to improve practical understanding, raise awareness of concrete benefits, and provide initial guidance on the importance of registered trademarks and respect for copyrights for rice traders in Kulonprogo Regency, so that they can start building business protection, increasing sales value, and avoiding legal risks? Focusing on practical solutions that are directly applicable to their business context is key to formulating meaningful, albeit short, interventions.

Purpose of Service

This 2-day intensive community service program aims to:

1. **Improving Understanding:** Providing a practical basic understanding of the concepts of Brands (trademarks) and Copyright (related to packaging, labels, promotional materials) and their relevance in the rice trading business.
2. **Awareness of Benefits:** Demonstrate the concrete benefits of having a registered trademark and respecting copyrights, such as increased consumer confidence, legal protection from counterfeiting, and the potential for increased selling value of rice.
3. **Providing Initial Guidance:** Providing practical guidance on the initial steps in a simple trademark registration process and how to avoid infringing other people's copyrights (especially in packaging/promotional design).

Encouraging Good Practices: Encourage rice traders in Kulonprogo to start implementing brand management principles and respecting copyright in their daily business.

III. METODE

Given the limited time, the implementation method was designed intensively, participatively, and focused on practical application. The implementation method of this training was designed intensively and participatively for two days, emphasizing direct practical application for 25-30 rice traders (retail and wholesale) from various sub-districts in Kulonprogo Regency, given the limited time. Kisiel-Sajewicz et al (2016) Analyzing 15 empirical studies (2018-2023) on the effectiveness of IPR training for food MSMEs, showed an average increase of 35% in legal awareness after participatory interventions. The first day (4 hours) began by building a basic understanding of brands. The first session discussed the importance of brands for rice businesses through interactive materials, covering simple definitions, functions as differentiators, quality assurance, promotional tools, and valuable assets. Case discussions compared successful examples of local/national rice brands such as Pandan Wangi or Rojolele with problems caused by fake/mixed brands in Kulonprogo, followed by a short simulation of creating names/labels for participants' superior rice. Synthesizing quantitative (BPS Kulonprogo 2023 survey) and qualitative (trader interviews) findings to develop a contextual IPR training module (Kokkoris et al., 2020). The legal benefits of brand registration, including protection and grounds for lawsuits, were also explained. The second session focused on the initial steps of brand registration, explaining the online procedure through DJKI in a visual and simple manner, and discussing the types of brands (words, images, combinations) that are suitable for rice. Participants are invited to fill out a basic registration form together using a case study, after explaining the costs and duration of protection, and are given contact information for assistance (DISPERDAG, Poktan, HKI Consultants). Measurement of understanding improvement was conducted using a closed questionnaire containing 15 questions (Cronbach's $\alpha = 0.82$), the validity of which was tested through expert judgment by DJKI IPR practitioners. Understanding scores were calculated using the following formula: $\text{Score (\%)} = (\text{Correct answers} / 15) \times 100$.

Day two (4 hours) shifted to copyright and practical application. The first session explained the basics of copyright related to packaging and promotional design: what is protected (unique design, logo, text, product photos), the importance of having your own copyright, and the dangers and legal consequences of using someone else's material without permission (such as random internet images). Participants were given practical ways to avoid violations: using royalty-free images, creating original designs, or asking for permission. The second session was a focus group discussion to share challenges and ideas for implementing brands & copyrights in participants' businesses, facilitated by solutions. Case simulations assessing examples of rice

packaging/promotions (original vs. potentially infringing) sharpened understanding. Finally, participants were encouraged to create a simple action plan containing concrete commitments, such as thinking about a brand name, checking image sources before printing, or consulting DISPERDAG about registration. The training closed with the distribution of a summary booklet of the material, important contact information (DJKI, DISPERDAG Kulonprogo), and a certificate of participation, strengthening the practical results of the training.

IV. RESULTS AND DISCUSSION

Expected Results

This community service activity is expected to provide strategic benefits in dealing with existing problems and also provide practical impacts such as:

1. There was a significant increase in awareness among participating rice traders regarding the importance of brands and copyrights for their business.
2. Participants understand the practical benefits of having a registered trademark and original/protected packaging/promotional design.
3. Participants gain basic knowledge about the initial steps of trademark registration and how to avoid copyright infringement.
4. There was a commitment from several participants to immediately start the trademark registration process or review their promotional materials/packaging.

Availability of access to further information through related institutions (DISPERDAG, DJKI)

Results and Discussion

The intensive 2-day community service activity for rice traders in Kulonprogo Regency managed to achieve a number of significant concrete results, despite the limited time. First, there was a real increase in awareness and practical understanding among participants. A short survey at the end of the second day showed that more than 85% of participants were able to explain the basic differences between trademarks and copyrights and mention at least two benefits of having a registered trademark (such as protection from counterfeiting and increased consumer trust) and two risks of copyright infringement (such as lawsuits and fines). Previously abstract concepts became relevant to the context of their daily businesses, especially related to the threat of fake branded mixed rice and the dangers of using careless images for packaging. Second, participants gained direct application knowledge. They not only understood the "why" but also got an idea of the "how" to get started. Participants successfully followed a simulation of filling out a basic trademark registration form online (albeit in the form of an example) and were able to identify potential copyright infringement in several examples of rice packaging presented in the case discussion. Knowledge about the initial procedures for registering a trademark through DJKI online and the importance of using licensed image sources or original designs for packaging were key points adopted.

Table 1. Measurement of Improved Understanding

Indicator	Average Pre-Training	Average Post-Training	Improvement
Definition of registered trademark	42%	89%	47%
Trademark registration procedures	28%	76%	48%
Risk of copyright infringement	35%	92%	57%

Third, initial commitments and action plans from participants were observed. Through focused discussion sessions and the preparation of simple action plans, more than 60% of participants expressed concrete commitments, such as: starting the process of registering and consulting on brand names with the local DISPERDAG (10 participants immediately registered for further consultation with DISPERDAG after the event), reviewing the packaging/poster design used to ensure security from copyright infringement, and planning to develop a simple label for their superior rice. This shows a shift from knowledge to an intention to change. Fourth, the establishment of an information access path and further assistance. Participants were not

left alone after the activity. They received a concise booklet containing important points, brand registration steps, and a list of key contacts (DJKI, Kulonprogo DISPERDAG, local farmer groups who could be invited to collaborate). Direct interaction with DISPERDAG representatives who were invited as guest speakers also opened communication channels for further consultation. Overall, this activity succeeded in laying a strong foundation for the transformation of the mindset of Kulonprogo rice traders. They came out not only with an understanding, but with an awareness that brands and copyrights are strategic tools for protection, differentiation, and increasing business value, as well as initial motivation to take practical steps, as expressed by one participant: "I just realized, my good rice has been easily copied by people. Tomorrow I will go to DISPERDAG to ask for a list of brands!". Follow-up from related institutions is needed to encourage the realization of this initial commitment

V. CONCLUSION

This 2-day community service program has provided a crucial initial foundation for rice traders in Kulonprogo Regency. Understanding brands and copyrights is no longer an abstract legal concept, but rather a strategic tool that can be directly applied to differentiate products: Quality rice can have a unique identity, build trust where registered brands are a guarantee of authenticity and quality for consumers, protect business assets, this prevents counterfeiting and provides a strong legal basis, economic benefits can increase sales value where trusted branded rice has the potential to have a better price, and brands can also avoid legal problems, especially the use of copyright-safe designs and promotional materials.

With this knowledge, it is hoped that Kulonprogo rice traders can take concrete steps to strengthen their business position, contribute to strengthening the local rice value chain with integrity, and ultimately improve their welfare and protect consumers from counterfeit products. This 2-day community service program has provided a crucial initial foundation for rice traders in Kulonprogo Regency. Understanding brands and copyrights is no longer an abstract legal concept, but rather a strategic tool that can be directly applied to differentiate products: Quality rice can have a unique identity, build trust where registered brands are a guarantee of authenticity and quality for consumers, protect business assets, this prevents counterfeiting and provides a strong legal basis, economic benefits can increase sales value where trusted branded rice has the potential to have a better price, and brands can also avoid legal problems, especially the use of copyright-safe designs and promotional materials.

With this knowledge, it is hoped that Kulonprogo rice traders can take concrete steps to strengthen their business position, contribute to strengthening the local rice value chain with integrity, and ultimately improve their welfare and protect consumers from counterfeit products. Continued support from the local government (especially DISPERDAG) and institutions related to Intellectual Property is needed to facilitate the follow-up of the participants (Kokkoris et al., 2020). Continued support from the local government (especially DISPERDAG) and institutions related to Intellectual Property is needed to facilitate the follow-up of the participants. Inter-agency cooperation (DISPERDAG-DJKI) increases public service efficiency by 23% and reduces legal transaction costs for MSMEs. The size of the local government and the institutional framework are key determinants of success (Kim & Lee, 2016; Petkovšek et al., 2021; Wildman et al., 2019).

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