



Socialization and Legal Assistance on Intellectual Property Rights: A Risk Mitigation Strategy for MSMEs in West Aceh through Trademark Protection

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Abstract


Introduction: West Aceh Regency in 2025 recorded a total of 2,011 MSMEs. However, not all of them have utilized intellectual property rights, particularly trademarks, which could provide legal protection for these businesses. Based on this condition, the implementation of this community engagement initiative is considered highly important to provide legal protection for MSMEs in West Aceh.

Purposes of The Devotion: The purpose of this article is to provide outreach and legal assistance on intellectual property as a risk mitigation strategy for MSMEs in West Aceh through trademark protection.

Method of The Devotion: The method of community engagement includes risk mitigation outreach through trademark legal protection, training on completing trademark registration forms, assistance with the registration process, and the application of technology through online consultations to monitor the progress of submitted trademark registrations.

Results Main Findings of the Devotion: The results of the community engagement program indicate a significant increase in participants' understanding of trademark rights. Prior to the outreach activity, only 15% of participants were aware of the trademark registration procedures; following the program, this figure rose to 90%. The main obstacles identified include limited financial resources, similarity in brand names, lack of legal information and literacy, and restricted access to legal services. The post-activity improvement in legal awareness demonstrates that this community engagement initiative has had a positive impact on the legal consciousness of MSME actors.

Keywords: Legal Outreach and Assistance; Risk Mitigation; Trademark Protection; MSMEs.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) represent a vital sector that plays a pivotal role in fostering economic development and community growth.¹ They make significant contributions by generating employment opportunities, stimulating local economic activities, and promoting a more equitable distribution of income.² According to the Central Statistics Agency (BPS), Indonesia hosts approximately 64 million MSMEs, which account for 99.9% of all business entities operating in the country.³ In West Aceh

¹ Salman Al Farisi, Muhammad Iqbal Fasa, and Suharto, "Peran Umkm (Usaha Mikro Kecil Menengah) Dalam Meningkatkan Kesejahteraan Masyarakat," *Jurnal Dinamika Ekonomi Syariah* 9, no. 1 (2022): 73–84, <https://doi.org/10.53429/jdes.v9ino.1.307>.

² Reza Sarif, "Peran UMKM Dalam Meningkatkan Pertumbuhan Ekonomi Di Indonesia," *Maliki Interdisciplinary Journal (MIJ)* EISSN 1, no. 1 (2023): 68–73, <http://urj.uin-malang.ac.id/index.php/mij/index>.

³ Ratih Apri Utami, Indah Ibanah, and Nurul Dwi Novikarumsari, "Pendampingan Sistem Aplikasi Keuangan dan Pengembangan Promosi Digital UKM 'Resep Iboe' Dalam Penerapan Less Contact Economy Covid-19," *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan* 5, no. 1 (2021): 760, <https://doi.org/10.31764/jpmb.v5i1.6529>.

Regency alone, there are 2,011 registered MSMEs.⁴ Although micro, small, and medium enterprises (MSMEs) possess considerable economic potential, many have yet to fully leverage intellectual property rights (IPR), particularly trademarks, as an effective legal protection mechanism. Law No. 20 of 2016 concerning Trademarks and Geographical Indications serves as a legal foundation for business actors to safeguard their brand identities, thereby enhancing the uniqueness, legitimacy, and protection of MSME products against unauthorized use by third parties. Nevertheless, the rate of trademark registration among MSMEs remains relatively low. This phenomenon is attributed to several barriers, including limited awareness of IPR, perceptions of high registration costs, the complexity of administrative procedures, low levels of digital literacy, and insufficient support or guidance from relevant institutions.

The government, through the Directorate General of Intellectual Property (DGIP) and regional administrations by the Offices of Trade, Industry, Cooperatives, and MSMEs, has undertaken various initiatives to facilitate, educate, and provide electronic trademark registration services. These programs aim to accelerate the realization of trademark protection for micro, small, and medium enterprises (MSMEs). However, the reach and intensity of these activities remain uneven across districts and sub-districts, including several areas in Aceh. Moreover, the transition from manual to digital trademark registration services requires adequate digital literacy among MSME actors to ensure optimal utilization of these services.

In practical terms, the low rate of trademark registration among micro, small, and medium enterprises (MSMEs) poses tangible risks, such as the potential for third parties to appropriate brand identities, diminished product competitiveness, and barriers to accessing broader markets—including e-commerce platforms and export channels. Therefore, outreach and assistance for MSME actors in West Aceh must be implemented and directed not only toward theoretical understanding but also toward practical competencies. These include how to conduct trademark availability checks, navigate the registration procedures via the Directorate General of Intellectual Property (DGIP) system, fulfill MSME-specific requirements (such as recommendation or mentorship letters), and understand the process for accessing free or subsidized registration facilities potentially provided by the state.

Based on the conditions outlined above, this community engagement program is focused on the socialization and assistance of Intellectual Property Law: A Risk Mitigation Strategy for MSMEs in West Aceh through Trademark Protection. The program carries a high degree of urgency in achieving the following objectives: 1) To enhance legal awareness and procedural literacy regarding trademark registration; 2) To reduce practical barriers through targeted assistance; 3) To facilitate capacity-building for accessing registration services through collaborative efforts between Teuku Umar University, the Office of Trade, Industry, Cooperatives, and MSMEs of West Aceh Regency, and the Ministry of Law and Human Rights, Regional Office of Aceh.

METHOD OF THE DEVOTION

The implementation method for the socialization and assistance program on Intellectual Property Law: A Risk Mitigation Strategy for MSMEs in West Aceh through Trademark Protection

⁴ Dinas Koperasi dan UKM Aceh, "Jumlah Total UMKM Aceh," 2025, <https://dataukmkm.acehprov.go.id/index.php/umkm>.

consists of four key activities: 1) Socialization of risk mitigation through legal trademark protection; 2) Training on the preparation of trademark registration forms; 3) Assistance in the trademark registration process; 4) Application of technology through follow-up online consultations on trademark rights via WhatsApp groups. The socialization of risk mitigation through legal trademark protection constitutes a critical phase of this community engagement initiative. This activity emphasizes the urgency of trademark protection and the potential risks of misuse by unauthorized parties, thereby raising awareness among MSME actors in West Aceh regarding the strategic importance of intellectual property – specifically trademarks – as a means of mitigating business risks. The training on trademark registration form preparation is designed to equip MSME actors with both technical and practical understanding of trademarks, while also providing hands-on guidance in completing the required registration forms. This activity aims to strengthen participants' procedural competence and ensure their readiness to engage with the formal trademark registration process. Trademark Registration Assistance represents the core component of this community engagement initiative. Conducted on a continuous basis, this activity aims to ensure that business actors genuinely comprehend, apply, and benefit from trademark protection within their commercial practices. It also provides direct support in navigating the registration process through the Directorate General of Intellectual Property (DGIP) system. The application of technology through follow-up online consultations on trademark rights by WhatsApp groups facilitates legal advisory services for MSME actors regarding trademark registration. This approach enables continuous engagement, allowing participants to seek clarification, receive updates, and access practical guidance in a flexible and accessible digital environment.

RESULTS AND DISCUSSION

The socialization and assistance program on Intellectual Property Law: A Risk Mitigation Strategy for MSMEs in West Aceh through Trademark Protection was held at the Meulaboh State Treasury Service Office (KPPN) Hall on August 12, 2025. The event was attended by 40 MSME participants from various business sectors, including culinary, processed agricultural products, processed fisheries, and handicrafts. The socialization session commenced with a presentation by Mr. Purwandani Harum Pinilihan, S.H., M.H. (Head of the Legal Services Division, Ministry of Law and Human Rights, Aceh Regional Office), who elaborated on the role of the regional office in enhancing public understanding of intellectual property rights. As an extension of the central government, the Ministry of Law and Human Rights is responsible for delivering intellectual property services at the regional level, with the following duties and functions: 1) Providing assistance for intellectual property registration applications; 2) Conducting socialization, promotion, dissemination, and education on intellectual property; 3) Inventorying potential intellectual property assets; 4) Coordinating and collaborating with stakeholders in the field of intellectual property; 5) Monitoring and supervising intellectual property activities; 6) Enforcing intellectual property law.

The session continued with a presentation by Mrs. Dara Quthni Effida (Lecturer in Intellectual Property Law, Teuku Umar University), who addressed the urgency of trademark protection in business activities within the digital era. Article 1, Point 1 of Law No. 20 of 2016 on Trademarks and Geographical Indications defines a trademark as a sign that can be graphically represented in the form of images, logos, names, words, letters, numbers, color compositions, in two-dimensional and/or three-dimensional forms, sounds, holograms, or a combination of two or more of these elements, used to distinguish goods and/or services produced by individuals or legal entities in the course of trade.

Trademarks play a vital role in the business activities of micro, small, and medium enterprises (MSMEs), serving multiple key functions, including: 1) Identifying products or services; 2) Acting as a tool for promotion and branding; 3) Providing assurance of product or service quality; 4) Indicating the origin of production; 5) Offering legal protection.



Figure 1. Trademark Law Socialization and Assistance Activities

In addition to equipping participants with theoretical knowledge, the presentation also addressed practical elements, including the workflow and procedures for trademark registration through the DGIP online system. Below is an illustration of the business process flow for trademark registration:



Figure 2. Trademark Registration Business Process Flowambar

The activity continued with an interactive discussion between the resource persons and participants to explore the challenges and experiences faced by MSME actors in relation to trademark usage. The afternoon session proceeded with training on the preparation of trademark registration forms and direct assistance with the registration process via the DGIP online system. In the final session, participants and resource persons joined the WhatsApp group “Trademark Assistance” to facilitate ongoing online consultations regarding trademark rights.



Figure 3. Trademark Registration Assistance Activities

Based on observations, discussions, and evaluations conducted through questionnaires, it was found that participants' understanding of trademark rights significantly increased—from only 15% being aware of the registration procedures prior to the socialization activity, to 90% following the program. The main obstacles to trademark registration identified by MSME actors included financial constraints, lack of awareness regarding the legal importance of trademarks, and insufficient detailed information about required documentation. Several MSME participants also reported trademark-related issues, such as the use of identical business names (e.g., *Tumpeng Meulaboh*) by different parties, which caused consumer confusion, and challenges involving the wording of trademarks intended for registration (e.g., *Nanda Cakes*).

The results of the socialization activity indicate that the low rate of trademark registration among MSME actors in West Aceh is primarily due to limited access to information and legal literacy. This finding aligns with similar studies, which identify the main barriers to trademark registration as lack of knowledge, financial constraints, and limited access to registration services. The post-socialization increase in participants' understanding demonstrates that legal education initiatives have a positive impact on MSME legal awareness. This improvement also reinforces the importance of sustained legal assistance and follow-up support.

CONCLUSION

The community engagement initiative involving the socialization and assistance of Intellectual Property Law: A Risk Mitigation Strategy for MSMEs in West Aceh through Trademark Protection has had a positive impact on enhancing legal understanding and awareness among MSME actors regarding the importance of trademark protection. Prior to the activity, the majority of participants were unfamiliar with the procedures and benefits of trademark registration. Following the program, a significant improvement in participants' comprehension was observed. The outcomes of the activity indicate that the primary challenges faced by MSMEs do not stem from a lack of motivation, but rather from limited access to information, insufficient legal literacy, and perceptions of high registration costs. Therefore, initiatives such as this socialization program are highly relevant in bridging the information gap while offering practical solutions for local MSMEs. Through trademark protection, business actors can establish a stronger brand identity, enhance competitiveness, prevent trademark-related disputes, and unlock opportunities for market expansion at both national and global levels.

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