THE URGENCY OF REGIONAL REGULATIONS REGARDING NATURAL HABITAT IN SUSTAINABLE PROTECTION OF GEOGRAPHICAL INDICATIONS

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ABSTRACT

Objective: This study aims to analyze the importance of maintaining Geographical Indications to ensure protection for product consumers while preserving the reputation of Geographical Indications as a sustainable regional economic asset.

Methods: This type of research is normative legal research. The study uses secondary data consisting of primary and secondary legal materials. The data analysis technique uses qualitative data analysis, and conclusions are drawn by deductive method.

Result: Until now, many products in Indonesia have been registered and protected by Geographical Indications, but there is no guarantee that the sustainability of product quality will be maintained. This is because no legal provisions prohibit planting plants outside the GI area, so circulating products use the same characteristics as products protected by Geographical Indications but have different qualities.

Conclusion: The research results show that local governments are obliged to maintain the quality of products that have been registered and protected by Geographical Indications by establishing blood regulations on the natural habitat of products registered in Geographical Indications to prevent the planting of products protected by Geographical Indications outside the area stated in the GI application. This becomes very urgent to ensure the quality of products received by consumers and maintain the reputation of assets protected by Geographical Indications as sustainable economic assets.

Keywords: commodity, geographical indication, natural habitat.

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A URGÊNCIA DA REGULAMENTAÇÃO REGIONAL RELATIVA AO HABITAT NATURAL NA PROTEÇÃO SUSTENTÁVEL DAS INDICAÇÕES GEOGRÁFICAS

RESUMO

Objetivo: Este estudo visa analisar a importância da manutenção das Indicações Geográficas para garantir a proteção dos consumidores de produtos, preservando a reputação das Indicações Geográficas como um ativo econômico regional sustentável.

Métodos: Este tipo de pesquisa é pesquisa legal normativa. O estudo utiliza dados secundários que consistem em material legal primário e secundário. A técnica de análise de dados utiliza análise qualitativa de dados, e as conclusões são tiradas por método dedutivo.

Resultado: Até agora, muitos produtos na Indonésia foram registrados e protegidos por Indicações Geográficas, mas não há garantia de que a sustentabilidade da qualidade do produto será mantida. Tal deve-se ao fato de não existir qualquer disposição legal que proíba a plantação de plantas fora da área das IG, pelo que os produtos em circulação têm as mesmas características que os produtos protegidos por indicações geográficas, mas qualidades diferentes.

Conclusão: Os resultados da investigação mostram que as administrações locais são obrigadas a manter a qualidade dos produtos que foram registrados e protegidos por indicações geográficas, estabelecendo regulamentos de sangue sobre o habitat natural dos produtos registrados em indicações geográficas para impedir o plantio de produtos protegidos por indicações geográficas fora da área indicada no pedido de IG. Isto torna-se muito urgente para garantir a qualidade dos produtos recebidos pelos consumidores e manter a reputação dos ativos protegidos pelas indicações geográficas como ativos econômicos sustentáveis.

Palavras-chave: mercadoria, indicação geográfica, habitat natural.

1 INTRODUCTION

Indonesia's population of approximately 270 million spread across 17 thousand fertile islands contains the potential for plant species diversity with uniqueness and exceptional quality. Indonesia's geographical location in the tropics with fertile soil due to the many volcanoes is a source of mineral-rich volcanic soil good for plant growth. (Sukarman, Ai Dariah dan Suratman, 2021)

In export and import transactions, in addition to competitive prices, most of the competition lies in the characteristics, excellence, and consistency of consistent product quality, which will be sought after by consumers and get a special place in the international market. (Rahmah, 2014) The characteristics of a product can be caused by geographical factors, soil, and climate conditions typical of the producing area or cultural aspects of the local community. Conceptually, products with the character of geographical indications are.
Article 22, Article 23, Article 24 of the TRIPS Agreement regulates the protection of intellectual property rights in geographical indications. Indonesia has a wide range of natural products and processed products unique to Indonesia and can be categorized under the protection of geographical indications, whether in the form of agricultural products, agricultural products processing, handicrafts, or other industrial products. A geographical indication is a sign that indicates products from a particular place, region, or area by taking into account the quality, reputation, and characteristics of the product influenced by natural and human factors in the part concerned.

The uniqueness of products and product characteristics associated with Indonesia's geographical factors currently have 138 Geographical Indications registered. For example, the exhibition of Indonesian products in Budapest, Hungary, entitled 'Indonesian Days', which was held at Vajdahunyad Castle, Budapest, on June 17-18, 2023, recorded a total transaction of USD 2.67 million or equivalent to IDR 40.4 billion. This achievement consists of potential transactions of USD 2.65 million and retail transactions of USD 22.38 thousand. Coffee is a prima donna commodity that generates potential transactions, reaching more than 93 percent of the total potential transactions. (Biro Hubungan Masyarakat, 2023)

A very counterproductive fact in Indonesian society is the circulation of products that have regional origin by utilizing the protection of geographical indications that should not be. Some cases have surfaced, for example the issue of Toraja Coffee, where Key Coffee Japan has registered the potential geographical indication of Sulawesi as a brand of one of the famous coffee in Japan. Clearly, this is detrimental to the Indonesian people, especially the people of Toraja Sulawesi. (Yessiningrum, 2015)

Circulation of products protected by GI, whether with a particular sign of GI or naming the origin, gives dire consequences to the reputation of the product. This study aims to identify what legal factors can abort the protection of Geographical Indications and find what legal efforts can be made to protect Geographical Indications that are sustainable to protect consumers of Geographical Indication products. On the other hand, consumers are neglected the right to obtain the product as expected. To provide solutions to these problems, research and analysis of this matter becomes very urgent to do so that the reputation of products protected by GI can be maintained and, at the same time provide a guarantee of protection to consumers of the products they buy.
2 METHOD OF RESEARCH

This research is normative legal research that focuses on secondary data. Secondary data in this research is in the form of primary and secondary legal materials. Primary legal materials include various international conventions related to geographical indications, laws and regulations about geographical indications, and natural habitats. Secondary legal materials are studies, art, articles, and scientific journals related to the research topic. Normative legal research is a process of finding legal rules, principles, and doctrines to answer the legal issues at hand. The legal issues will be studied at the level of legal dogmatics, legal theory, and legal philosophy.

The type of data in this research is secondary data library data, or legal materials. Legal materials consist of primary legal materials and secondary legal materials. Primary legal materials include International Conventions and Legislation governing GI and Natural Habitat. While secondary legal materials, consisting of legal opinions obtained through books, magazines, internet, journals, papers, research results, views of legal practitioners and legal experts. Data collection techniques in this study were carried out by literature study of both primary legal materials, secondary legal materials, and interviews with sources to complement secondary data. The data that has been collected is then analyzed both vertically and horizontally to find synchronization and harmonization and then analyzed with a conceptual approach to answer the legal problems raised. The conclusion of this research will use deductive inference.

3 LITERATURE REVIEW

3.1 LEGAL PROTECTION THEORY

The theory of legal protection is an essential part of theoretical study in legal science. This study of legal protection theory is intended to protect people in a weak position, both in juridical and economic aspects. This legal protection is a form of implementation of the recognition of legal subjects, namely humans who have dignity and are recognized in the concept of a legal state. This recognition of human dignity as legal issues places humans as citizens entitled to legal protection for their rights and interests.

Mochammad Isnaeni stated that basically legal protection, when viewed from the source, can be divided into two types, namely "internal" legal protection and "external" legal protection. (Moch. Isnaeni, 2016)
Legal protection is all efforts to fulfill rights and provide assistance to provide a sense of security to the consumer community and legal protection for business actors or community groups holding intellectual property rights.

According to Satjipto Rahardjo, the meaning is that "Legal protection is an effort to protect a person's interests by allocating a human right, the power to him to act in the context of his interests." (Satjipto Rahardjo, 2003) Meanwhile, in explaining Salmond's theory of legal protection, law aims to integrate and coordinating various interests in society because in a traffic of goods, protection of specific interests can only be done by limiting multiple interests on the other side." (Satjipto Rahardjo, 2014)

Legal protection protects legal subjects through applicable laws and regulations, and its implementation is enforced with sanctions. Legal protection can be divided into two, namely Preventive Legal Protection, which is protection provided by the government to prevent violations before they occur. (Hadjon, 2007) This is contained in the Legislative Regulations to prevent violations and provide signs or limitations in carrying out an obligation. Meanwhile, Repressive Legal Protection is final protection in the form of sanctions such as fines, imprisonment and additional penalties given if a dispute has occurred or a violation has been committed.

3.2 LEGAL CERTAINTY THEORY

According to Utrecht, legal certainty contains two meanings, namely, the existence of general rules so that every citizen knows what actions permissible and what actions are prohibited. Apart from that, there must be legal security for every citizen from government arbitrariness because with general rules, individuals can know what the government can impose or do on its citizens. (Mertokusumo, 2022) Legal certainty is a question that can only be answered normatively, not sociologically. (Rato, 2017)

Based on the theory of legal certainty and the values to be achieved, namely the values of justice and happiness. (Achmad Ali, 2002) Gustav Radbruch's Theory of Legal Certainty contains 2 (two) meanings, namely, the existence of general rules that make individuals know what actions they can or cannot do. ; and Legal security for individuals from government arbitrariness because with the existence of general legal rules, individuals can know what the State may impose or do on individuals. Legal certainty is not only in the form of articles in the law but also consistency in judges' decisions between
4 RESULTS AND DISCUSSION
4.1 OVERVIEW OF GEOGRAPHICAL INDICATIONS

The history of geographical indications begins in France. Geographical indications emerged in France starting from food products that have been named after the geographical origin of the food since ancient times. Its development, along with the advancement of modern transportation and business activities during the 19th century, has led to an increase in counterfeiting of well-known food products, including products given names with geographical origins. Based on this reality, in the 20th century, France developed a product protection system with the name of geographical origin, called denomination of origin. The purpose of issuing this protection system is to combat origin and ingredient fraud. (Delphine Marie-Vivien a, 2017)

Geographical Indications as, a term for intellectual property rights, have been known to be introduced by WIPO by defining them as signs "used on goods that have a specific geographical origin and possess certain qualities or a reputation that are due to that place of origin." (Calboli, 2006) Product quality may have certain qualities and characteristics, but geographical indication means a product has specific features and qualities due to more dominant natural factors. These natural factors refer to a particular geographical location that has special factors such as soil, climate, wind, altitude, and other factors.

Indonesia has ratified this international convention and has regulated nationally regarding Geographical Indications. Geographical Indications are held together with Marks in one law, Law NO. 20 of 2016 concerning Brands and Geographical Indications. Act no. 20 of 2016 defines geographical indications as: and/or products that are due to geographical, or environmental factors, including the element of nature, people or the combination of these two factors, giving reputation, quality, and specific characteristics on the goods and/or products produced therein.

Based on the definition above, it can be stated that geographical indications contain an understanding of the concept: 1. There is recognition of the superiority of a product when compared with other similar products, 2. The product’s superiority is because it comes from a specific area, and 3. Quality or characteristics are due to
geography and humans the characteristics of their place of origin. Thus, a Geographical Indication is an indication or identity of an item that originates from a particular site, region or area that shows the quality, reputation, and characteristics, including natural and human factors used as attributes of the item. Signs used as geographical indications can be in the form of labels or labels attached to the goods produced. (Jened, 2015)

According to Mevhibe Albayrak and Melda Ozdem (Ozdemi, 2012) Geographical Indications have the following functions:

a. Indication of Origin (indication of source), namely that Geographical Indication will show the geographical origin of a product (geographical origin of a product).

b. Differentiation: Geographical indications are used to differentiate the same products on the market that come from different areas and have other characteristics.

c. Signs and guarantees of quality that Geographical Indications are intended as sustainable product quality and show positive perceptions from consumers regarding the product in question.

Indonesia has many unique natural potentials, which are a source of potential geographical indication products which are abundant and spread throughout Indonesia. Protection of intellectual property rights in the field of geographical indications. In Indonesia, geographical indications are not regulated in separate provisions but are covered in Law No. 20 of 2016 concerning Brands and Geographical Indications. Naming the place of origin is a unique form of geographical indication used on a product by paying attention to the quality and reputation of the product. The quality of these products is closely related to the geographical environment, including natural and human factors.

4.2 OVERVIEW OF NATURAL HABITATS

Indonesia has enormous biodiversity. In his paper on Indonesian Biodiversity, he explains at length the factors of biodiversity in Indonesia and the uniqueness of the biodiversity of rare plants and animals in Indonesia as follows. (Setiawan, 2022)

a. Factors Causing High Biodiversity

In Indonesia, there is a lot of diversity in flora and fauna. The archipelago region is a series of islands with very complex geographic characteristics, such that animal and plant life also follow the growth and changes. Also, animal and plant life
is also influenced by weather changes. The emergence of diversity in various places in Indonesia is influenced by several factors:

b. Climate

Climate elements greatly determine various types of biodiversity in Indonesia. The climate elements that influence the survival of plants and animals are temperature, air, humidity, wind and rainfall.

c. Soil Relief Factor

Land relief is the height and low of the earth's surface measured from sea level. The size of a place can affect temperature, air pressure, and the types of plants and animals.

d. Soil Factors

The soil condition in a place greatly influences the growth of various types of plants. Humus and volcanic soil are very good for plant growth because they contain many nutrients.

Habitat in English is defined as a Land and water area where the ecosystems biological communities are mainly formed by native plant and animal species, and human activity has not essentially modified the area's primary ecological functions. (European Environment Agency, 2023) In Indonesian, habitat is defined as 1. a typical residence for a person or group of people; 2. Bio, the place where certain organisms live, the natural area of life (for plants and animals); native living environment; 3. Geo the place of residence or life of plants, animals and humans with certain conditions on the earth's surface. (Departemen Pendidikan dan Kebudayaan, 2021)

A plant product is greatly influenced by soil, air, temperature, wind, and chemical elements contained in the soil. Technically, it is stated that plants or animals will grow and have unique characteristics if they grow and develop in their habitat. A habitat is a place or type of site where an organism or population occurs naturally. "In-situ conditions" are the conditions of genetic resources existing in natural ecosystems and habitats and, in the case of domesticated or cultivated species, in the environment in which their particular traits develop. "In-situ conservation" is the conservation of ecosystems and natural habitats and the maintenance and restoration of populations of viable species in their natural environment.

Ecology is a science that studies the interactions between organisms and their environment and others. Derived from the Greek words oikos ("habitat") and logos
Ecology is a science that studies interactions between living things and between living things and their environment. The term ecology was first proposed by Ernst Haeckel (1834 - 1914). In ecology, living things are studied as units or systems with their environment. (Ulrich Kutschera, Georgy S. Levit, Uwe Hossfeld, 2019)

The concept of Geographical Indication is a statement that firmly recognizes the relationship between a product and its natural environment. There is a human element, but more than that is how nature and the environment shape the characteristics and uniqueness of a product.

4.3 GEOGRAPHICAL INDICATIONS IN DRIVING THE ECONOMY

Intellectual Property Rights (IPR) increasingly play an essential role in economic development. Using the IPR system, economic growth can be carried out sustainably. In addition, in line with the development of increasingly competitive global markets, IPR is the most critical component in increasing competitiveness. For this reason, there is a need for empowerment and full support for community culture and creativity. (Direktorat Jenderal Kekayaan Intelektual, 2020) IPRs can be an important condition for business development, so long as they are well structured and accompanied by appropriate collateral policies. (Keith Maskus, 2000)

The agricultural sector has quite an important role in economic activities in Indonesia; this can be seen from its contribution to the Gross Domestic Product (GDP), which is quite large, namely around 12.40 percent in 2022 or third after the Manufacturing Industry sector at 18.34 percent and wholesale and retail trade sectors; Car and Motorcycle Repairs amounted to 12.85 percent. (Statistics, 2022)

GI related to agricultural products can be chosen as an alternative for developing the national agricultural sector. GI can be one of the economic development schemes in the farming sector because GI was built to recognize the superiority of agricultural products and foodstuffs. Agricultural products given GI recognition and protection can contribute to profits or foreign exchange from international trade. GI for agricultural products will accelerate economic growth in the agricultural sector because the GI system requires agricultural producers or farmers to professionally provide and maintain the supply and quality of products to have dominant power in the farm market.

Consumers recognize the quality of authenticity and enjoy a premium reputation, so they are willing to pay a high price for it. On the other hand, geographical indications
legally force producers to maintain the quality and quality of products under the book of requirements, so that consumers can enjoy products of the same quality from time to time, consumers also have access to information to be able to trace the location of the area of origin of the producer of the goods.

This is why GI plays quite an essential role in moving the wheels of a nation's economy, where a product is protected in terms of quality and authenticity in its production area, and consumers can respond to the product's originality as something worthy of appreciation. Consumers are protected from counterfeiting; this contribution is likely to add value to a product.

Geographical indications as part of intellectual property rights economically, there are two functions in the issue of geographical indications, namely: 1. The function of promoting products that have specific characteristics so that they can provide benefits to the region where the product originates and is made. (manufactured) or the product is marketed. Thus, geographical indications 2. protect producers in the product's region of origin against unauthorized use of the goodwill created by the quality of the product to competitors. 3. It functions as an essential source of information for market consumers concerning the product's origin, quality, and reputation. So that consumers can distinguish the authenticity of the goods. (Frederick Abbot, et al, 1999)

4.4 PRODUCT REPUTATION IS RELATED TO REGION

Based on data obtained from the Directorate General of Intellectual Property's official website, there are 138 products registered on the geographical indication list in Indonesia. (https://ig.dgip.go.id/, 2023) GI is not only an indication of origin but also a reference for product quality that originates from the composition of the soil climate, which gives the product specific qualities and characteristics that make it unique. (Blakeney M, 2009) Quality can also be determined in relation to the product's nutritional properties, taste, appearance, or process. Raw materials used to produce. (Articles 41 and 42 of the Indonesian Food Law of 2012.) In addition, product characteristics related to geographical factors can be determined by physical, chemical, or organoleptic properties. (Bagal M N & Vittori M., 2011)

GI can be used as a form of trade promotion based on the uniqueness and quality of the product. The added economic value of products registered and protected based on
GI will internally contribute to developing specific agricultural sectors and, more broadly, to the community's economy that produces them.

One of the requirements for an GI Application is the boundaries of the area where the product is produced. Describing regional maps by considering natural factors, whether elements are contained in the soil, climate, temperature, wind, or human features, is essential. In GI related to crop yields, natural factors greatly influence the product, compared to human factors. If other conditions and aspects of the relationship between natural elements and the product's quality or uniqueness are met, a plant product's GI is determined, and the community that carries it communally has the rights to that GI.

Determining the name of the GI using the regional name requires careful attention from the regional government or the community that carries it. This is by remembering that characters use district, for example is Sumedang Mole Tobacco, with the administrative boundaries of Sumedang Regency as follows: the north, it borders Indramayu Regency; to the South, it borders Garut Regency. the East, it borders Majalengka Regency; the West, it borders Bandung and Subang Regencies. This description of the extent of the non-specific area means it is not surprising if there are opportunities for growers of similar products outside the specific area to be researched and used to base the application using the name of the registered GI. This situation is straightforward to find in the postulated product market to obtain GI. In other words, many products have been circulating outside the application's proposed area but using the GI designation.

4.5 CONSUMER PROTECTION EFFORTS AND BUSINESS SUSTAINABILITY

Article 1 point 1 of Law Number 8 of 1999 concerning Consumer Protection is all efforts to ensure legal certainty to protect consumers. Such provisions are intended to protect the interests of consumers in meeting their needs. (A. A. Gd Prawira Negara dan I Nyoman Krisna Putra Satria, 2021) Protecting consumers is based on several principles, as mentioned below: The position of consumers is seen as weaker than business actors, so it is essential to provide protection for consumer rights. Article 4 of the Consumer Protection Law specifies that these rights include: 1. the right to comfort, security, and safety in consuming goods and/or services 2. the right to choose goods and/or services and obtain these goods and/or services by the exchange rate and conditions and guarantees promised 3. the right to correct, clear and honest information regarding the condition and
security of goods and/or services. 4. the right to have opinions and complaints heard regarding the goods and/or services used.

Consumer rights are seen as an interest protected by law, so there is a demand that can be fulfilled. Consumers have the right to receive goods according to the value that has been exchanged and the guarantee promised because they have paid according to what was agreed, so consumers should get what is their right, both in terms of quality and characteristics. (Miru & Yodo, 2015) Protection of Geographical Indications aims to protect these characteristics from counterfeiting or improper use while providing opportunities and protection for the people of areas producing typical products to obtain maximum benefits from these specific products. Apart from that, Geographical Indication protection is also beneficial for consumers because it guarantees product quality.

Geographical Indications are a business strategy where Geographical Indications can provide added commercial value to a product's authenticity and limit products that cannot be produced in other areas. Learning from European consumers, an attitude and understanding has been formed regarding respect for intellectual property rights and consumer rights. European consumers strongly support the principles underlying Geographical Indications. It is a crucial consideration for Europeans in their food purchasing decisions to respect local traditions and knowledge, choose food from geographical areas they know, and have unique labels that ensure product quality. (Török, Gorton, Yeh, Czine, & Balogh, 2022)

From the desire to maintain fairness towards consumers in business transactions related to products registered in the GI, serious efforts are needed. This is intended to provide a guarantee that consumers will get the product as offered by the pre-transaction. The circulation of products originating from districts outside the GI area ignores consumers’ interests.

4.6 THE IMPORTANCE OF REGIONAL REGULATIONS ON NATURAL HABITATS

Republic of Indonesia Law no. 39 of 2014 concerning Plantations, especially Article 63, supports the protection of the preservation of geographical areas that produce specific plantation products, thereby prohibiting plantation business actors from converting plantation land in geographic regions that have specific plantation products. The legal politics of this law pay attention to the urgency of protecting intellectual
property, especially the geographical indication regime. Government Regulation No. 31 of 2009 concerning the Protection of Geographical Areas Producing Location-Specific Plantation Products regulates the protection of places of origin that produce plantation products with quality and distinctive taste and a good reputation or fame. Article 4, namely that the plantation products made have a distinctive quality, including a specific taste. Paying attention to the regulations above, it can be concluded that the regulation of geographical indications has a basis for being provided with more detailed laws in regional rules to ensure the fulfillment of legal objectives regarding GI protection.

Government Regulation No. 31 of 2009 is somewhat different. Article 1 number 1 and number 2 which states:

1. Geographical Area Producing Specific Plantation Products. The location hereinafter referred to the area of origin of a plantation product which, due to geographic environmental factors including natural factors and/or human factors, provides certain indications that cannot be produced in other areas.

2. Geographical Regions are areas not bound by government administrative-territorial boundaries.

The regional map used for GI applications is based on this understanding while naming the GI after the GI is registered uses the area associated with the administrative region. The internal problem for farmers in the district is whether they understand and recognize that GI is registered using particular area propositions. Farming community groups in direct contact at the time of registration may understand the specific areas stated in the application. The opposite is true, most of the farming community does not understand that only products produced in certain areas are permitted to use the GI designation as requested. The feeling of having regional characteristics due to the use of this name then becomes one of the things that causes people outside the area being tested as a condition for the application to feel that they have the right to use their regional name.

This condition causes the circulation of products even with the same name as GI, which does not guarantee the quality as stated when the GI application was submitted.

4.7 THE ROLE OF REGIONAL GOVERNMENT IN PROTECTING GI

Indonesia Law Number 23 of 2014 concerning Regional Government also expressly grants full authority to regions to regulate regional potential that contains
economic value. Indonesia Law Number 20 of 2016 concerning Trademarks and Geographical Indications, the authority of regional governments to protect economic rights to geographical indications in Indonesia. During the geographical indication registration process, in Article 53 paragraph (3) of Law Number 20 of 2016 concerning Marks and Geographical Indications.

Regional governments must develop geographical indications. By "Article 70 paragraph (1) the development of geographical indications is carried out by central and regional parties, including 1) "preparation to fulfill the requirements for a geographical indication application; 2) application for geographical indication registration; 3) utilization and commercialization of geographical indications; 4) socialization and understanding of the protection of geographical indications; 5) mapping and inventory of potential geographical indication products; 6) training and mentoring; 7) monitoring, evaluation and coaching; 8) legal protection; and 9) facilitation of development, processing and marketing of geographical indication goods and/or products." "Article 71 paragraph (1) Law no. 20 of 2016 concerning Trademarks and Geographical Indications" states the authority of regional governments regarding the supervision of geographical indications. Meanwhile, "Article 71 paragraph (3 states that "supervision is carried out to ensure the sustainability of the reputation, quality, and characteristics on which geographical indications are published and to prevent unauthorized use of geographical indications." legitimate". Then, from the perspective of the Regional Government Law, the role of regional governments to maintain the potential of geographical indications is the obligation of provincial governments because strengthening the regional economy is a crucial element in forming independent regions and is pursued through decentralization programs.

In the most basic governance concept, three main stakeholders interact with each other and carry out their respective functions, namely the state or government (state), the private sector or business world (private sector) and, society (society). Government institutions create a conducive political and legal environment, while the private sector creates jobs and income, while society plays a role in building social, economic, and political interactions, including inviting community groups to participate in economic, social and political activities. (Gilang Reno Prakoso, Adis Imam Munandar, 2022)

Geographical Indication Protection provides a platform for collective product branding and joint marketing which is very crucial for business sustainability because it
has a double impact on products and business actors. The quality of Geographical Indication products can be better maintained because in using Geographical Indications, business actors must guarantee standardization of product quality and ensure that quality standards are maintained regarding the nature, characteristics, and quality of the product. After the registration of GI, this becomes very important in efforts to protect consumers and maintain the sustainability of GI as a regional asset.

5 CONCLUSION

Based on the description above, it can be concluded that to ensure the continuity of legal protection for Geographical Indications, regional regulations regarding the natural habitat of products protected by Geographical Indications are needed. It is very urgent to determine the natural habitat for products protected by Geographical Indications with the aim of ensuring the sustainability of protection because the quality of products protected by Geographical Indications is guaranteed. This regional regulation also guarantees the preservation of products protected by Geographical Indications as regional economic assets and from the consumer side, this regional regulation guarantees the position of consumers, including importing countries, to obtain quality products consistently.

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