

LEGAL PROTECTION OF GEOGRAPHICAL INDICATIONS FOR TAMARENJA SNAKEFRUIT: IMPLICATIONS FOR THE LOCAL COMMUNITY'S ECONOMY

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Doi: 10.24239/tadayun.v6i1.405

Received: 20 December 2024

Revised: 17 May 2025

Accepted: 20 May 2025

Abstract

Geographical Indication is a term that indicates the area of origin of a good or product. This uniqueness is caused by unique environmental factors, including natural and human influences, contributing to the goods and products' reputation, quality, and characteristics. Registered Geographical Indications can be a valuable asset that supports the regional economy. One of the regional products that can potentially obtain Geographical Indication protection is Tamarenja Snakefruit from Tamarenja Village, Donggala Regency, Central Sulawesi Province. This study aims to examine the potential for legal protection of Geographical Indication Rights for Tamarenja Snakefruit and to examine the efforts of the Tamarenja Village Government and Community in registering Tamarenja Snakefruit as a Geographical Indication product. This study uses a descriptive qualitative research approach with an empirical legal research type, which involves collecting primary data through direct interviews with informants and document searches. The results of the study indicate that Tamarenja Snakefruit has the potential to be registered as a Geographical Indication product at the Ministry of Law and Human Rights of the Republic of Indonesia. Therefore, the involvement and efforts of the Tamarenja Village Government are significant in facilitating the registration process to improve the local economy. The Donggala Regency dan Tamarenja Village Government has made various efforts to register Tamarenja Snakefruit as a Geographical Indication product, including by conducting outreach to snakefruit farmers regarding the importance of registering geographical indications as a form of legal protection for intellectual property rights and as an instrument for improving the economy of snakefruit farmers.

Keywords: Legal Protection; Geographical Indication; Tamarenja Snakefruit; Community's Economy.



Abstrak

Indikasi Geografis merupakan sebutan yang menunjukkan daerah asal suatu barang atau produk. Keistimewaan ini disebabkan oleh faktor lingkungan yang unik, termasuk pengaruh alam dan manusia, yang berkontribusi terhadap reputasi, kualitas, dan karakteristik barang dan produk. Indikasi Geografis yang terdaftar dapat menjadi aset berharga yang mendukung perekonomian daerah. Salah satu produk daerah yang berpotensi untuk mendapatkan perlindungan Indikasi Geografis adalah Buah Snakefruit Tamarenja yang berasal dari Desa Tamarenja, Kabupaten Donggala, Provinsi Sulawesi Tengah. Tujuan penelitian ini adalah untuk mengkaji potensi perlindungan hukum Hak Indikasi Geografis bagi Buah Salak Tamarenja dan untuk mengkaji upaya Pemerintah dan Masyarakat Desa Tamarenja dalam mendaftarkan Buah Salak Tamarenja sebagai produk Indikasi Geografis. Penelitian ini menggunakan pendekatan penelitian kualitatif deskriptif dengan jenis penelitian hukum empiris, yang melibatkan pengumpulan data primer melalui wawancara langsung dengan narasumber dan penelusuran dokumen. Hasil penelitian menunjukkan bahwa Buah Salak Tamarenja berpotensi untuk didaftarkan sebagai produk Indikasi Geografis di Kementerian Hukum dan Hak Asasi Manusia Republik Indonesia. Oleh karena itu, keterlibatan dan upaya Pemerintah Desa Tamarenja sangat penting dalam memfasilitasi proses pendaftaran untuk meningkatkan perekonomian setempat. Pemerintah Kabupaten Donggala dan Desa Tamarenja telah melakukan berbagai upaya dalam mendaftarkan Buah Snakefruit Tamarenja sebagai produk Indikasi Geografis diantaranya dengan melakukan sosialisasi kepada para petani buah salak akan pentingnya pendaftaran indikasi geografis sebagai bentuk perlindungan hukum hak kekayaan intelektual dan merupakan salah satu instrumen peningkatan ekonomi para petani buah snakefruit.

Kata Kunci: *Perlindungan hukum; Indikasi Geografis; Salak Tamarenja; Perekonomian masyarakat.*

A. INTRODUCTION

Indonesia is renowned for its biodiversity, which makes it one of the richest countries in terms of natural resources. This abundance offers an array of remarkable potential gifts, leading to the production of diverse agricultural, plantation, aquaculture, handicraft, and forest products that reflect each region's unique geography.¹ Geographical indications serve as a legal tool to protect the names of goods that possess qualities, reputation, or characteristics attributable to their geographic origin, and are essential in preventing unauthorized use or exploitation of traditional

¹ Nizar Apriansyah, "Perlindungan Indikasi Geografis Dalam Rangka Mendorong Perekonomian Daerah," *Jurnal Penelitian Hukum De Jure* 18, no. 4 (2018): 525, <https://doi.org/10.30641/dejure.2018.v18.525-542>.

local products.² Furthermore, efforts to integrate Geographical Indication into the promotion of regional identity and cultural innovation align with national policies for cultural advancement.³

A Geographical Indication is a designation that signifies the origin of goods and/or products, which, due to geographical environmental influences—encompassing both natural and human factors, or a combination of the two—bestow distinct reputation, quality, and characteristics upon the goods and/or products produced (as per Article 1, paragraph 6 of Law Number 20 of 2016 concerning Trademarks and Geographical Indications).⁴

Historically, the regulation of Geographical Indications originated in Article 56, paragraph (1) of Law Number 15 of 2001 concerning Trademarks, followed by the implementation of Government Regulation Number 51 of 2007 concerning Geographical Indications, culminating in the most recent framework provided by Law Number 20 of 2016 concerning Trademarks and Geographical Indications. Moreover, Geographical Indications are governed by specific regulations issued by the Directorate General of Intellectual Property and recognized by the Ministry of Law and Human Rights, particularly through the preparation

² Cerkia Bramley, Estelle Biénabe, and Johann Kirsten, “The Economics of Geographical Indications : Towards a Conceptual Framework for Geographical Indication Research in Developing Countries,” in *The Economics of Intellectual Property* (WIPO Publications, 2009), <https://tind.wipo.int/record/28242?v=pdf>; Maria Alfons, “Implementasi Hak Kekayaan Intelektual Dalam Perspektif Negara Hukum,” *Jurnal Legislasi Indonesia* 14, no. 3 (2017): 301–12, <https://ejurnal.peraturan.go.id/index.php/jli/article/view/111>; Miranda Risang Ayu Palar, Dadang Epi Sukarsa, and Ahmad M. Ramli, “Indonesian System of Geographical Indications to Protect Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions,” *Journal of Intellectual Property Rights* 23, no. 4–5 (2018): 174–93.

³ Sekhar Chandra Pawana and Erico L Hutahuruk, “Optimaliasasi Pemajuan Kebudayaan Daerah Melalui Indikasi Geografis,” *Justicia Sains: Jurnal Ilmu Hukum* 6, no. 2 (2022): 228–47, <https://doi.org/10.24967/jcs.v6i2.1584>; Sri Lestari Rahayu, Mulyanto Mulyanto, and Raffel Pradityo Prabowo, “Optimalisasi Perlindungan Hukum Hak Indikasi Geografis Produk Masyarakat Adat Sebagai Upaya Meningkatkan Kesejahteraan Masyarakat,” *Jurnal Hukum Dan Pembangunan Ekonomi* 11, no. 2 (2023): 317, <https://doi.org/10.20961/hpe.v11i2.82670>.

⁴ Ranti Fauza Mayana, “Perlindungan Merek Non Tradisional Untuk Produk Ekonomi Kreatif Berdasarkan Undang-Undang Nomor 20 Tahun 2016 Tentang Merek, Indikasi Geografis Dan Perspektif Perbandingan Hukum,” *Jurnal Bina Mulia Hukum* 2, no. 1 (2017): 26–41, <https://doi.org/10.23920/jbmh.v2n1.3>.

of a Book of Requirements that outlines the product's distinct characteristics and its linkage to the geographical origin,⁵ as stipulated in the Regulation of the Minister of Law and Human Rights Number 10 of 2022.⁶

Geographical Indication Protection aims to safeguard products' uniqueness from counterfeiting or misuse while also providing opportunities and benefits for the local community engaged in the production of these distinctive items.⁷ This protection not only maximizes the community's advantages but also serves consumers by ensuring product quality. The utilization of geographical indications (GIs) can substantially enhance the commercial value of products and contribute to an increase in the perceived value of marketing strategies.⁸

One regional product with significant potential for legal protection under Geographical Indication is Tamarenja Snakefruit. Located in Tamarenja Village within the Sindue Tobata District of Donggala Regency, Central Sulawesi Province, this area is well-positioned for developing horticultural commodities, particularly Snakefruit. The village boasts a favorable climate that is conducive to cultivating Snakefruit fruit. Additionally, its natural attractions have the potential to draw both local and international tourists, which, in turn, enhances the prospects for advancing the production and marketing of Snakefruit fruit.⁹

Regarding products protected by Geographical Indications, Article 2, paragraph (1) of Government Regulation 51 of 2007 stipulates that such protected goods may include agricultural products, processed goods,

⁵ Maulana Amin Thahir, "Penyusunan Buku Persyaratan Hak Indikasi Geografis Bawang Merah Lembah Palu," *Tadayun: Jurnal Hukum Ekonomi Syariah* 2, no. 1 (2021): 41–58, <https://doi.org/10.24239/tadayun.v2i1.19>.

⁶ Lily Karuna Dewi and Putu Tuni Cakabawa Landra, "Perlindungan Produk-Produk Berpotensi Hak Kekayaan Intelektual Melalui Indikasi Geografis," *Kertha Semaya : Journal Ilmu Hukum* 7, no. 3 (2019): 1, <https://doi.org/10.24843/km.2019.v07.i03.p02>.

⁷ Ibrahim Ahmad and Hasbir Paserangi, "Initiating the Community Economic Improvement through Intellectual Property Registration of 'Robusta Pinogu Coffee,'" *Hasanuddin Law Review* 4, no. 1 (2018): 103–12, <https://doi.org/10.20956/halrev.v4i1.1324>.

⁸ Ahmad M Ramli and Miranda Risang Ayu, *Hukum Kekayaan Intelektual: Indikasi Geografis Dan Kekayaan Tradisi Dalam Teori Dan Praktik* (Bandung: PT. Refika Aditama, 2019), 77.

⁹ Ni Kade et al., "Analisis Nilai Tambah Olahan Dodol Salak Di Desa Tamarenja Kabupaten Donggala," *Mitra Sains* 7, no. 3 (2019): 287–97.

handicrafts, or other items. This indicates that agricultural products possessing unique qualities or characteristics are eligible for protection under Geographical Indications. For an agricultural product to be safeguarded as a Geographical Indication, it must exhibit specific characteristics or qualities attributable to geographical environmental factors, including natural elements, human influences, or a combination of both. These distinct qualities or characteristics due to geographical environmental factors are essential for a product to qualify for protection.¹⁰

Although the protection of Geographical Indications (GI) is comprehensively addressed through various national regulations, including Law Number 20 of 2016 and Government Regulation Number 51 of 2007, significant challenges remain in the implementation and legal protection of GI at the regional level. Previous studies have primarily concentrated on GI products that have already received formal protection¹¹, such as Durian¹², Gayo Coffee¹³, Cianjur Rice¹⁴, and Balinese Woven Fabrics¹⁵, while neglecting the potential of local products that have yet to attain such recognition, like Tamarenja Snakefruit from Tamarenja

¹⁰ Teng Berlianty and Yosia Hetharie, “Urgensi Pendaftaran Dan Perlindungan Hukum Terhadap Embal Sebagai Indikasi Geografis Maluku Tenggara,” *Jurnal IUS Kajian Hukum Dan Keadilan* 8, no. 2 (2020): 244, <https://doi.org/10.29303/ius.v8i2.793>.

¹¹ Devica Rully Masrur, “Perlindungan Hukum Indikasi Geografis Yang Telah Didaftarkan Sebagai Merek Berdasarkan Instrumen Hukum Nasional Dan Hukum Internasional,” *Lex Jurnalica* 15, no. 2 (2018): 194–206.

¹² Sitti Fatimah Maddusila et al., “The Potential Geographical Indication of Central Sulawesi Durian Fruit as a Premium Product Can Support the Advancement of National Civilization,” *Tadulako Law Review* 9, no. 2 (2024): 484–93.

¹³ Triska Damayanti and Hafid Setiadi, “The Influence of Certificaton of Gayo Coffee Geographical Indication Against Value Added of Coffee in Gayo Highlands, Aceh,” *IOP Conference Series: Earth and Environmental Science* 338, no. 1 (2019), <https://doi.org/10.1088/1755-1315/338/1/012028>.

¹⁴ Koerniatmanto Soetoprawiro et al., “Authorities of Local Governments Regarding Conservation of Pandanwangi Rice Farming Land of Cianjur As Part of Geographic Indications,” *Jurnal IUS Kajian Hukum Dan Keadilan* 9, no. 2 (2021): 351–63, <https://doi.org/10.29303/ius.v9i2.900>.

¹⁵ I Gede Agus Kurniawan and Kadek Januarsa Adi Sudharma, “Geographical Indication Protection of Tenun Gringsing Bali Fabric as A Society Cultural Heritage in Tenganan Pegringsingan,” *Jurnal Magister Hukum Udayana (Udayana Master Law Journal)* 10, no. 3 (2021): 458, <https://doi.org/10.24843/jmhu.2021.v10.i03.p03>.

Village in Donggala Regency, Central Sulawesi Province.

Furthermore, there is a scarcity of research specifically linking the geographical characteristics and legal potential of Tamarenja Snakefruit within the framework of Geographical Indication protection. This gap extends to exploring how such protection could foster local economic development and enhance marketing strategies. In essence, the untapped potential between the natural and legal aspects of Geographical Indications remains inadequately utilized in regions known for their distinctive products.

This research addresses the following question: How can the legal protection potential of the Geographical Indication for Tamarenja Snakefruit enhance the local community's economy? Additionally, to what extent have the local government and the Tamarenja community tried to register Tamarenja Snakefruit as a Geographical Indication product?

B. METHOD

This study employs a descriptive qualitative research approach, specifically utilizing empirical legal research, commonly referred to as juridical-empirical research. This methodology is closely aligned with field research or sociological legal research. It prioritizes collecting primary data directly sourced from the community through fieldwork. Data is meticulously gathered through thorough reviews and interviews.

Observations focused on community activities, particularly those related to the prospects of Snakefruit fruit and the labeling of products that have not yet registered for brand protection or Geographical Indications. The research also explored the potential for obtaining Geographical Indication certification to enhance the reputation and quality of superior products, making them suitable for export and competitive with other Snakefruit fruits in the archipelago. In-depth interviews were conducted with relevant stakeholders and through focus group discussions.

The research was conducted in Tamarenja Village, Sindue Tobata District, Donggala Regency. The sample used for this research consisted of respondents selected by the researcher to participate in the study. A Non-Random Sampling or Purposive Sampling technique was applied, wherein the samples were intentionally chosen based on specific traits that

corresponded to the research's data requirements.

The respondents included the following parties:

1. Community leaders, traditional leaders, religious leaders, women's leaders, youth representatives, Snakefruit farmers, and village officials.
2. The Head of Tamarenja Village.
3. The Head of the Village Community Empowerment Service of Donggala Regency.
4. The Head of the Investment and One-Stop Integrated Service of Donggala Regency.
5. The Head of the Cooperatives and UMKM Service of Donggala Regency.

C. RESULTS AND DISCUSSION

1. The Legal Protection of Geographical Indications for Tamarenja Snakefruit

Legal protection for Geographical Indications will only be adequate if registered, as outlined in Law No. 20 of 2016 concerning Trademarks and Geographical Indications, which adopts a constitutive registration system. Specifically, legal protection for Tamarenja Snakefruit is achieved through registration with the Directorate General of Intellectual Property Rights of the Ministry of Law and Human Rights of the Republic of Indonesia.

According to Philipus M. Hadjon, two forms of legal protection are available to the public. The first is preventive legal protection, which allows individuals to submit their opinions before the government's decisions become final, aiming to mitigate potential disputes. The second form is repressive legal protection, which focuses on resolving disputes.¹⁶

Legal protection for geographical indications is a specialized area under regional responsibility. Consequently, regional governments must establish policies to protect rights related to geographical indications

¹⁶ Siti Asyfiyah, "Perlindungan Hukum Potensi Indikasi Geografis Di Kabupaten Brebes Guna Pengembangan Ekonomi Masyarakat Lokal," *Jurnal Idea Hukum* 1, no. 2 (2015), <https://doi.org/10.20884/jih.v1i2.17>; Purnama Hadi Kusuma and Kholis Roisah, "Perlindungan Ekspresi Budaya Tradisional Dan Indikasi Geografis: Suatu Kekayaan Intelektual Dengan Kepemilikan Komunal," *Jurnal Pembangunan Hukum Indonesia* 4, no. 1 (2022): 107-20, <https://doi.org/10.14710/jphi.v4i1.107-120>.

within their territories, reflecting a commitment to safeguarding regional heritage.¹⁷

Guidance and oversight are necessary to facilitate the registration of geographical indication products in Central Sulawesi, as stipulated in Chapter XI of Law Number 20 of 2016 concerning Trademarks and Geographical Indications.

Article 70

- (1) Geographical Indications are developed by the central government and/or regional authorities within their respective jurisdictions.
- (2) This development process includes the following activities:
 - a. Preparing to meet the requirements for submitting a geographical indication application;
 - b. Applying for the registration of a geographical indication;
 - c. Utilizing and commercializing geographical indications;
 - d. Promoting awareness and understanding of the protection of geographical indications;
 - e. Mapping and cataloging potential geographical indication products;
 - f. Providing training and assistance;
 - g. Conducting monitoring, evaluation, and further development;
 - h. Ensuring legal protection; and
 - i. Facilitating developing, processing, and marketing goods and/or products associated with Geographical Indications.

Article 71

- (1) The central and regional governments supervise geographical indications under their respective authorities.
- (2) In addition, community members may carry out supervision, as mentioned in paragraph (1).
- (3) The purpose of the supervision outlined in paragraphs (1) and (2) is to:
 - a. Ensure the ongoing reputation, quality, and characteristics that underpin the issuance of geographical indications; and
 - b. Prevent the unauthorized use of geographical indications.
- (4) The findings from the supervision described in paragraph (2) shall be reported to the holder of the geographical indication rights and/or the minister.
- (5) A ministerial regulation will establish further regulations regarding

¹⁷ Imam Lukito, "Peran Pemerintah Daerah Dalam Mendorong Potensi Indikasi Geografis (Studi Pada Provinsi Kepulauan Riau)," *Jurnal Ilmiah Kebijakan Hukum* 12, no. 3 (2018): 313, <https://doi.org/10.30641/kebijakan.2018.v12.313-330>.

the supervision referenced in paragraphs (1) through (4).

This article highlights the government's proactive role in promoting the optimization of Geographical Indications (GIs) utilization. This support extends beyond legal protection to encompass product development and the enhancement of local institutional capacity. The guidance provided is not solely administrative; it also addresses strategic concerns such as:

- a. Institutional strengthening: Establishing legal legitimacy and sound governance is crucial for farmer groups, cooperatives, or producer associations.
- b. Improving product quality: This involves bolstering market competitiveness nationally and internationally.
- c. International cooperation: Facilitating export opportunities and the global promotion of GI under the WTO TRIPS framework.

Despite the progressive nature of this regulation, its implementation at the regional level remains limited due to insufficient budgets or attention from local governments, weak synergy between technical ministries/institutions and regional producers, and inadequate access to training or mentorship for communities engaged in GI product production. Therefore, if Tamarenja Snakefruit is to be proposed as a GI product, Article 70 serves as the legal basis for seeking guidance and support from the Regional Agriculture and Plantation Service, the Cooperative/UMKM Service, and the Directorate General of Intellectual Property (DJKI).

In terms of oversight, as articulated in Article 71 of the Trademark and Geographical Indications Law, the government is responsible for ensuring that the use of GIs is safeguarded from misuse (for instance, by unauthorized parties) and that it adheres to the registered GI Product Specifications. For products like Tamarenja Snakefruit that have achieved GI recognition, it is essential to implement a quality control system and conduct periodic reporting. Through relevant agencies, the government must also perform field audits and annual evaluations to ensure consistency with established standards.¹⁸

¹⁸ Deslaely Putranti and Dewi Analis Indriyani, "Perlindungan Indikasi Geografis Oleh Masyarakat Perlindungan Indikasi Geografis Pasca Sertifikasi Di Yogyakarta," *Jurnal*

On April 26, 2011, a Memorandum of Understanding was signed in Jakarta by the Ministry of Law and Human Rights, the Ministry of Home Affairs, and the Ministry of Agriculture of the Republic of Indonesia. This agreement focuses on developing potential geographical indication products within the agricultural sector. The rationale behind the signing of this memorandum includes the following points:

- a. The Unitary State of the Republic of Indonesia is endowed with abundant natural resources that have not been fully leveraged for the welfare of its citizens.
- b. Indonesia possesses natural resources that can be protected as geographical indication products.
- c. The intellectual property rights protection system, including geographical indications, enhances the country's economy.
- d. The development of potential regional geographical indication products is a shared responsibility among the Ministry of Law and Human Rights, the Ministry of Home Affairs, and the Ministry of Agriculture.

The Memorandum of Understanding (MoU) delineates a comprehensive framework to foster the development of geographical indication products within the agricultural sector, ultimately enhancing the national economy. The objectives of the MoU encompass the following key aspects:

- a. To investigate and nurture the potential of geographical indication products within the agricultural domain, thereby promoting economic advancement at the national level.
- b. To stimulate communal innovation through the effective utilization of the intellectual property rights system;
- c. To enhance cooperation and coordination among pertinent stakeholders in executing intellectual property rights protection efforts within the country.

In terms of governance, the MoU allocates specific responsibilities to three governmental ministries:

- a. The Ministry of Law and Human Rights is tasked with:
 - Promoting awareness and comprehension of geographical

Ilmiah Kebijakan Hukum 15, no. 3 (2021): 395-414, <https://doi.org/10.30641/kebijakan.2021.V15.395-414>.

- indication protection mechanisms;
 - Providing training and assistance concerning the effective utilization of geographical indications;
 - Conducting periodic monitoring, evaluation, and mentorship related to implementing geographical indications.
- b. The Ministry of Home Affairs is responsible for:
- Fostering collaboration and coordination among regional governments to ensure the successful implementation of policies aimed at developing geographical indication products;
 - Overseeing the preparation and mobilization of human resources at the regional level for advancing geographical indication products.
- c. The Ministry of Agriculture is charged with:
- Facilitating the development of geographical indication products specifically within the agricultural sector;
 - Overseeing the processing and marketing of these geographical indication products;
 - Providing necessary facilities and infrastructure to support the processing of geographical indication products within the agricultural sector.

In alignment with the aforementioned Memorandum of Understanding among the three ministries, the Directorate General of Intellectual Property Rights (Dirjen HKI) issued a directive on June 14, 2011, to the Heads of Regional Offices of the Ministry of Law and Human Rights (Kanwil Kemenkumham) throughout Indonesia. This directive includes the following mandates:

- a. To coordinate with provincial and district/city governments to expedite the protection of geographical indication products within their respective jurisdictions;
- b. To conduct an inventory of geographical indication products present in the regions.
- c. To disseminate knowledge regarding geographical indications and provide technical guidance, facilitating relevant parties in the registration process for geographical indication protection;
- d. To empower community producer groups and farmers by establishing cooperative structures for the management of geographical indication

- producers at the local level;
- e. To implement ongoing monitoring, evaluation, coaching, and additional activities that underpin the effectiveness of this Memorandum of Understanding.

This framework aims to enhance the visibility and protection of geographical indication products and strives to cultivate an environment conducive to innovation and sustainable agricultural development within the nation.

To date, Central Sulawesi has successfully registered three Geographical Indication (GI) products: Poso Marmorata Sidat, Nambo Tenun, and Donggala Tenun. This development indicates significant progress in the recognition and protection of local products, undertaken earnestly by both the Provincial and central governments, particularly the Ministry of Law and Human Rights.

Among the local products that require legal protection under the Geographical Indications framework is the Tamarenja Snakefruit, which is cultivated in Tamarenja Village, located in the Sindue Tobata District of Donggala Regency. This village is recognized as a significant producer of various fruits, including Durian, Rambutan, Mangosteen, Langsat, Avocado, and Snakefruit. Notably, snakefruit stands out as a key product that characterizes the agricultural output of Tamarenja Village, with the majority of its inhabitants engaged in snakefruit farming, which constitutes a primary source of livelihood for the community. The uniqueness of Tamarenja Snakefruit is shaped by the environmental conditions of the region, including soil composition, elevation, climate, and traditional cultivation methods passed down through generations. This reflects the Indonesian Geographical Indications (GI) system, which legally recognizes that both natural and human factors such as environmental conditions and traditional knowledge contribute to the distinctive qualities of GI products.¹⁹

Culturing snakefruit in Tamarenja Village originated with H. Laisse, a Bugis descendant from the Sidrap region of South Sulawesi Province, who introduced the initial seeds from Enrekang in 1982. At the outset, snakefruit production aimed to meet local consumption needs, with no

¹⁹ Palar, Sukarsa, and Ramli, "Indonesian System of Geographical Indications to Protect Genetic Resources, Traditional Knowledge and Traditional Cultural Expressions."

marketing efforts extending beyond the village confines. This localized approach was influenced by several factors, including a relatively low level of education within the community and a limited demand for the fruit at that time. However, as the socio-economic conditions of the community evolved, a notable transition occurred towards cultivating snakefruit as a significant commercial commodity. This shift has contributed to improved economic conditions for snakefruit farming households, attributed to diligent labor and enhanced social cohesion among local farmers in Tamarenja Village.

A review of the economic growth of snakefruit farmers in Tamarenja Village, located in the Sindue Tobata District of Donggala Regency, reveals substantial advancements since the community commenced snakefruit cultivation in 2000. Before this transition, the village faced an economic crisis characterized by an absence of viable income sources—Hi's introduction of snakefruit plants. Aksan, who procured snakefruit seeds from his associate, Abdi, catalyzed a shift from traditional rice farming to snakefruit cultivation. Tamarenja Village is recognized as a prominent producer of snakefruit within Donggala Regency and extends its influence to Central Sulawesi Province. Production metrics indicate a significant increase in snakefruit yields, with reported outputs of 20 tons in 2023 and an expected 25 tons in 2024.

A feasibility analysis of snake fruit farming in Tamarenja Village demonstrates that this agricultural endeavor is highly profitable. The Revenue Cost Ratio (R/C) value is 4.96, indicating that every expenditure of IDR 1,000 results in a return of IDR 4,960. The average cost of snake fruit farming is calculated at IDR 1,912,669 per hectare, comprising fixed costs of IDR 334,097 per hectare and variable costs of IDR 1,578,572 per hectare.

Critical factors supporting the economic upliftment of snakefruit farmers in Tamarenja Village include the region's fertile natural conditions and robust community solidarity. Farmers encounter various challenges, such as climatic changes and volatile fluctuations in snakefruit prices. In response to these challenges and to enhance added value, the Tamarenja Village community has diversified into processed snakefruit products, including snakefruit dodol, snakefruit chips, and snakefruit pickles. Furthermore, the allocation of Village Funds has facilitated the construction of essential infrastructure, such as irrigation

systems and access roads to snakefruit gardens, thereby augmenting productivity and enhancing the distribution of agricultural outputs.²⁰

2. The collaborative efforts between the government and the community of Tamarenja Village to secure the registration of Tamarenja Snakefruit as a Geographical Indication Product.

The effective leverage of Geographical Indications as a mechanism for fostering creative economic growth hinges on the synergistic collaboration among various stakeholders, including government entities, academic institutions, business practitioners, and local communities. This multifaceted engagement is essential to maximize the potential benefits that Geographical Indications can offer, facilitating innovation and sustainable development across regions.²¹

The application for registration of a Geographical Indication (GI) must be supplemented by a comprehensive document known as the Book of Requirements. This document serves as an essential repository of information that delineates a product's unique characteristics derived from a specific region, differentiating it from other similar goods in the marketplace. The Book of Requirements functions akin to an "identity card" for Geographical Indication products and constitutes a critical component in the registration process.²²

Focused discussions or focus group discussions (FGDs), conducted within relevant work units, enhance the preparation of the Book of Requirements. The outcomes of these discussions are systematically processed under established standards, ensuring coherence in both the structure and content of the Book of Requirements.

The Book of Requirements encompasses several key elements, including:

- a. The designation of the geographical Indication for which registration is sought;
- b. The specific goods that fall under the protection of the geographical

²⁰ Results of interviews with Mr. Maswan (Head of Tamarenja Village) and data processing of Tamarenja Village

²¹ Ramli and Ayu, *Hukum Kekayaan Intelektual: Indikasi Geografis Dan Kekayaan Tradisi Dalam Teori Dan Praktik*.

²² Thahir, "Penyusunan Buku Persyaratan Hak Indikasi Geografis Bawang Merah Lembah Palu."

Indication;

- c. A detailed account of the distinguishing characteristics and qualities that set apart the goods in question from others in the same category, with an explanation of how these attributes relate to the geographical area of production.
- d. An overview of the geographical environment, along with natural and human factors that contribute to the quality or characteristics of the produced goods;
- e. A delineation of the geographic boundaries applicable to the Indication, accompanied by a map depicting the area in question;
- f. A narrative detailing the historical and traditional contexts surrounding the use of the geographical Indication and the recognition of such by the local community;
- g. An explanation of the production, processing, and manufacturing methodologies that empower local producers to create the related goods;
- h. A description of the quality assessment methods employed to ensure the standardization of the produced goods.
- i. The labeling utilized for the geographical indication products.

Preliminary interviews with representatives from the Village Government and the Tamarenja Village community have revealed a notable lack of understanding regarding Geographical Indications. Consequently, the Tamarenja Village Government is undertaking initiatives to conduct socialization efforts focused on Intellectual Property Rights—specifically concerning Geographical Indications—and the importance of registering Tamarenja Snakefruit as a Geographical Indication product. These initiatives will involve collaboration with relevant stakeholders, including the Central Sulawesi Region's Ministry of Law and Human Rights, regional government entities, and academic experts specializing in Intellectual Property Law.

D. CONCLUSION

The Tamarenja Snakefruit possesses unique characteristics shaped by the natural environment and cultural heritage of Tamarenja Village, making it eligible for Geographical Indication (GI) protection under Law No. 20 of 2016. Legal registration is essential not only to safeguard the product from misuse but also to enhance its economic value, expand

market opportunities, and improve the livelihoods of local farmers. Despite the presence of a comprehensive legal framework, implementation at the regional level remains limited due to low public awareness, inadequate funding, and weak coordination among relevant institutions. To overcome these challenges, the local government must establish a collaborative framework involving key stakeholders, starting with the preparation of the Book of Requirements and educational outreach on the importance of GI protection.

Relevant agencies such as the Agriculture and Plantation Service, the Cooperatives, and the UMKM Service should provide continuous technical training for snakefruit farmers and local entrepreneurs, focusing on quality standards, sustainable cultivation, and GI product management. The Ministry of Law and Human Rights, through its Central Sulawesi Regional Office, must also reinforce legal awareness among local communities. Universities particularly faculties of law and agriculture are encouraged to support applied research and offer academic guidance. The Tamarenja community is advised to form a legally recognized cooperative or farmers' association to collectively manage production, quality control, and marketing. Although initial steps have been taken by the community and local government, sustained coordination and capacity-building are necessary to advance the registration process. Once GI certification is obtained, a locally rooted marketing strategy should be implemented through digital platforms, trade exhibitions, and agrotourism promotion ultimately contributing to the long-term economic resilience of the Tamarenja community.

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