

Intellectual Property Rights Trademark and Halal Certification for Gethuk Goreng Madu Yogyakarta

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ABSTRACT

Intellectual Property Rights (IPR) and Halal certification are important for SME, especially Gethuk Goreng Madu. Intellectual Property Rights (IPR) certification can provide trademark protection, especially for Gethuk Goreng Madu operating in the culinary sector with tight competition. In addition, halal certification is also important to obtain halal assurance for consumers. Therefore, this community service activity aims to help Gethuk Goreng Madu obtain Intellectual Property Rights (IPR) Trademark certification and halal certification. The activity begins with analyzing the needs and obstacles in the application, redesigning the SME's logo, preparing the application requirements (e.g., business owner's ID card, business identity, business license, logo, and product documents), and assisting with the application until the issuance of Intellectual Property Rights (IPR) and Halal certificate.

INTRODUCTION

Small and Medium Enterprises (SMEs) play a crucial role in driving a country's economic development due to their significant contribution to the national economy. Data from the Ministry of Cooperatives and SMEs indicates that by 2024, the number of SMEs in Indonesia will reach more than 65 million units, spread across various sectors, from culinary and fashion to crafts and digital technology (Waluyo, 2024). SMEs contribute approximately 61.07% to the national Gross Domestic Product (GDP) and employ up to 97% of the total workforce. Of these various sectors, the culinary sector is one of the fastest growing. According to the food industry classification theory proposed by Kotler & Armstrong (2018), this industry processes raw materials into ready-to-consume products with high added value. The presence of culinary SMEs not only serves as food suppliers but also plays a role in preserving traditional culinary heritage and strengthening the local economy.

Gethuk Goreng Madu is a small and medium enterprise (SME) producing a well-known fried gethuk product from Purwokerto, Banyumas, Central Java. The main difference lies in the use of honey yam as the base ingredient, resulting in a softer texture and more distinctive flavor than conventional fried gethuk. This innovation opens up opportunities for product differentiation that can increase competitiveness in the traditional culinary industry. Innovation and competition encourage Gethuk Goreng Madu to protect its trademark.

Challenges in branding and intellectual property protection pose serious obstacles. Branding is important because it is an identity for MSMEs to be able to develop themselves (Panjalu et al., 2024). Kotler & Keller (2016) emphasize that branding is a fundamental marketing strategy that creates a unique identity, builds consumer trust, and adds value to a product. A concrete form of branding can be the creation of a logo and brand that reflect the product's unique characteristics. Logo is a part of communication strategy that represent brand (Kelly, 2017). Changing logo can influence the loyalty of customer to the brand (Maree et al., 2024). According to Aaker (2014), effective logos and brands serve as visual communication tools that make it easier for consumers to identify and remember a product. Furthermore, Kapferer (2012) emphasizes the importance of legally registering a brand to protect intellectual assets from duplication by competitors and minimize the risk of plagiarism, which can be detrimental to the business. This SME has potential that needs to be developed, including in branding, particularly regarding the Intellectual Property Right (IPR) of its trademark. Intellectual Property Rights (IPR) are beneficial for SMEs in protecting their brands (Djulaeka et al., 2025; Giovani & Entoh, 2024). Intellectual Property Rights challenges are crucial in the digital age (Asih, 2025). Trademark rights granted to business owners are crucial to ensuring the protection of trademark usage permits, especially when trademarks are used for marketing and advertising purposes (Hakim, 2020).

Intellectual Property Rights (IPR) trademark registration is essential for obtaining legal protection from the government and preventing trademark plagiarism. However, this need is not yet fully recognized by SMEs, resulting in many not registering their trademarks (Jaya et al., 2022). Intellectual Property Rights (IPR) trademark registration is now easier because it can be done online. This technology is considered more efficient because trademark registration can be done anywhere and anytime (Baihaqi et al., 2021). SMEs only need to prepare a few supporting documents. This convenience should encourage SMEs to register their trademarks. Therefore, mentoring SMEs in registering trademarks is necessary. Maulidiana et al., (2024) emphasized that Intellectual Property Rights (IPR) trademark education has a positive impact on society. Recognizing copyright for brands is important to improve the reputation and image of the product (Muafi et al., 2023).

As an SME operating in the culinary sector, Gethuk Goreng Madu also requires assurance that its products are halal. Furthermore, halal certification is a crucial challenge given Indonesia's demographic characteristics. Halal certification is a quality assurance that ensures that food products meet halal and good standards in accordance with Islamic law. The Food and Beverage sector is important to consent in the halal industry because the public is already aware of the importance of halal products (Aniqoh & Hanastiana, 2020). Halal product assurance can be achieved through halal certification. This certification guarantees that the product's production process uses halal materials (Sari, 2023). Halal certification remains a challenge due to the process (Arifin et al., 2024). However, given the importance of halal certification, outreach and assistance with halal certification registration are crucial (Effendi, 2023). This is also supported by the halal certification process undergoing a digital transformation with the introduction of digital registration. This makes it easier for SMEs to certify their products halally because digital registration is more cost- and time-efficient (Santoso & Rachman, 2023).

Based on the need for Intellectual Property Rights (IPR) trademark protection and halal certification, assistance activities are being conducted for trademark IPR and halal certification applications. By providing this assistance, Gethuk Goreng Madu can prepare the requirements for its application and can receive assistance when submitting the application.

IMPLEMENTATION AND METHODS

This community service program aims to utilize and maximize the potential of existing the SME to address the challenges they face. The process of processing Intellectual Property Rights (IPR) and Halal Certification involves several phases, including: Phase 1 (Identification of Needs), which involves interviewing partners regarding their needs and challenges related to processing Intellectual Property Rights (IPR) and Halal Certification. This phase also analyzes any shortcomings of the partners in handling these matters. Phase 2 involves preparing for Intellectual Property Rights (IPR) processing and halal certification, starting with the creation of a logo design. Revising the logo design by consulting with SME is conducted to achieve a logo design that meets their needs, and then

finalizing the logo design. After the logo design is created, Phase 3 involves preparing other supporting documents. Next, Phase 4 involves submitting the Intellectual Property Rights (IPR) and Halal Certification applications. This submission process leads to the issuance of the Intellectual Property Rights (IPR) and Halal Certificates. The last, Phase 5 is monitoring and evaluation for this program. The illustration of the process can be seen in Figure 1.

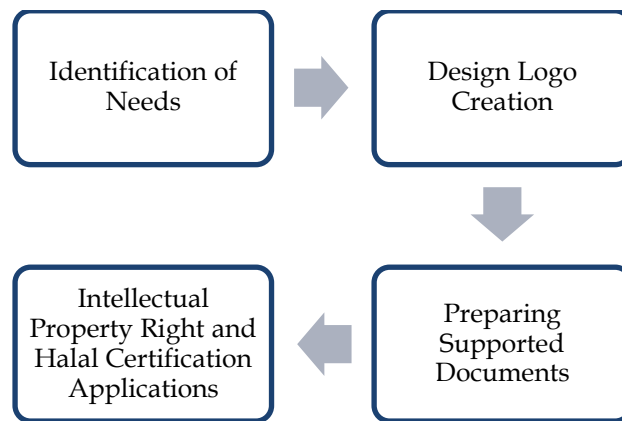


Figure 1. Intellectual Property Right and Halal Certification Process

RESULTS AND DISCUSSION

The results of the community service implementation are explained in more detail below.

Identification of Needs

In addition to production aspects, the SME also requires support in legal aspects and branding. Therefore, assistance was provided regarding logo design, intellectual property right applications, and halal certification. The initial stage involved interviews with the owners of Gethuk Goreng Madu (see Figure 2). These interviews explored the need for a visual identity (logo) and their desire to obtain legality in the form of Intellectual Property Rights (IPR) and Halal certification.



Figure 2. Need Assessments

The Halal certification process involves providing information on regulations, document requirements, and applicable procedures. Partners begin preparing supporting documents and conducting initial consultations with halal certification. Assistance is provided from the preparation of required documents through registration. The team will monitor the registration process. However, community service activities do not have to wait until the certificate is issued. This was also communicated to the owner, as certificate issuance takes time.

Logo Design Creation

The logo was designed with product characteristics, traditional values, and market appeal in mind. Several alternative designs were developed to allow Gethuk Goreng Madu owner to choose the most appropriate one. Revising the Logo Design to meet the need of Gethuk Goreng Madu. SME's owner requested a simpler logo design so the logo was revised from the previous logo.

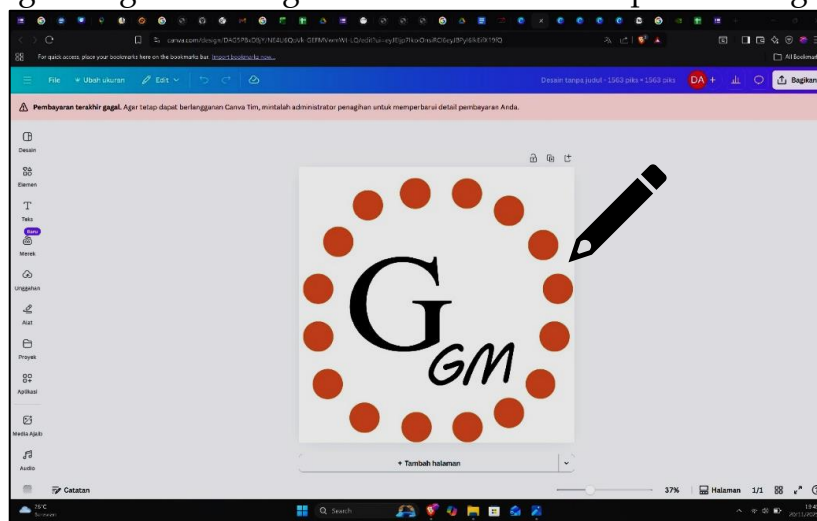


Figure 3. Designing the Logo in Canva

Based on input from the SME, the logo design was revised. This revision process was repeated several times until a logo that matched the SME's character and represented the product's identity was achieved. The final logo is polished for color, typography, and visual consistency to be ready for use as the product's official identity (see Figure 4).

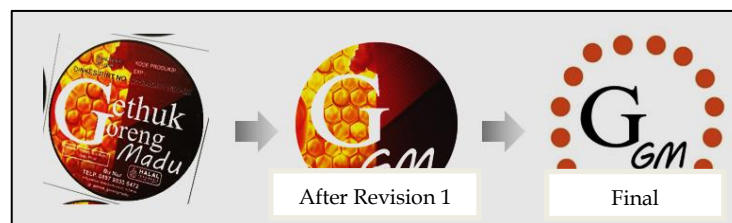


Figure 4. Logo Revision

Preparing Supported Documents

Intellectual Property Rights (IPR) application needs some administrative documents. Community service team support the SME to prepare the data: business owner's ID card, business identity, business license, logo, and product documents. All the required documents is submitted to online application form.

The documents required for Intellectual Property Rights (IPR) registration include the logo and its description (shape, text, color, and visual meaning), a document explaining the product's interpretation and advantages, the product category and brand class, a statement from the SME, and a business license (Nomor Induk Berusaha - NIB). For the logo, the Intellectual Property Rights (IPR) registration for Gethuk Goreng Madu requires the latest logo. The new logo has a simpler design and uses the abbreviation "Gethuk Goreng Madu." Furthermore, this trademark registration also requires a clear product interpretation, as Gethuk Goreng Madu is a processed food product.

The SME has prepared the halal certification application process. According to Halal Product Guarantee Agency - Badan Penyelenggara Jaminan Produk Halal (BPJPH, 2023), the halal certification registration process requires several requirements: an application letter, a registration form, legal aspects or business license (Nomor Induk Berusaha - NIB), product name, and processing process. When the team prepared for the halal certification registration, it was discovered that Gethuk Goreng Madu had already registered, thus declaring the halal certification process complete.

Intellectual Property Right and Halal Certification Applications

Submissions are made to the Directorate General of Intellectual Property - Direktorat Jenderal Kekayaan Intelektual (DJKI) for intellectual property right (IPR) certification and to the Halal Product Guarantee Agency - Badan Penyelenggara Jaminan Produk Halal (BPJPH) for halal certification. With this legality, the Gethuk Goreng Madu obtains legal protection for its brand and guarantees the halal status of its products, thereby increasing its competitiveness in the market. The final result are Intellectual Property Rights (IPR) Trademark and Halal Certification.

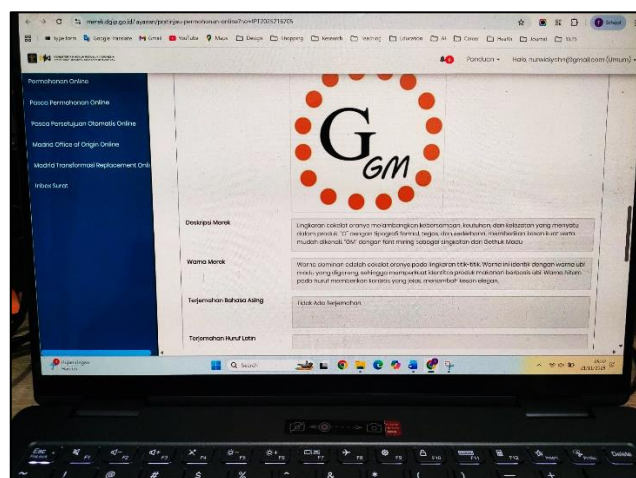


Figure 5. Process of Intellectual Property Right Submission

The Intellectual Property Rights (IPR) registration process is carried out online through <https://merek.dgip.go.id/> (see Figure 5). Several pre-prepared documents facilitate the completion of the IPR trademark registration form. The process begins by creating an account using email. The type of application submitted by Gethuk Goreng Madu is a trademark application for SME. Registration requires completing several forms, each consisting of several steps. After completing all the forms, a billing code is obtained for subsequent payment.

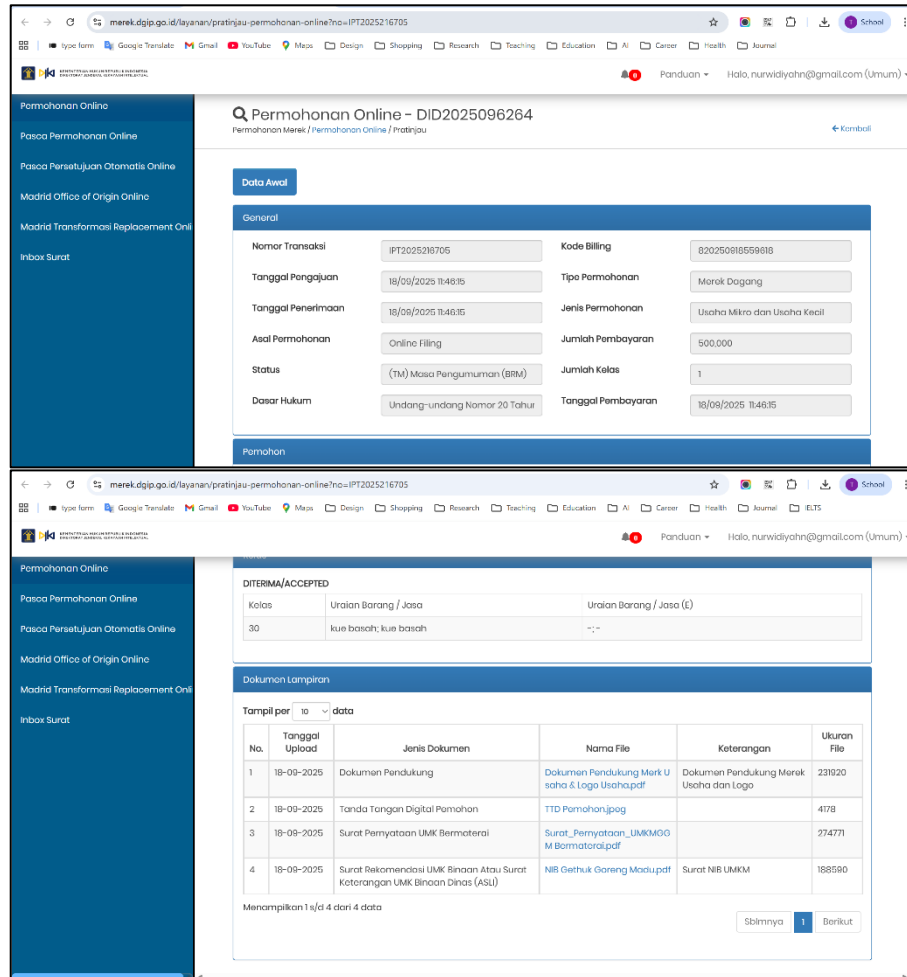


Figure 6. Intellectual Property Right Submission

The trademark registration process takes quite a long time. During the Intellectual Property Rights (IPR) Trademark registration process (see Figure 4), several obstacles were encountered. This was related to the logo not including the name. This issue has been communicated to the SME, and the issue has been resolved. The next step is to wait for the issuance of the Intellectual Property Right trademark certificate. Through the Intellectual Property Rights (IPR), Gethuk Goreng Madu receives trademark protection. This aligns with the importance of the Intellectual Property Rights (IPR) in providing legal protection for SME's brand (Djulaeka et al., 2025).

Meanwhile, the SME has already prepared the halal certification registration, so by the time this community service activity is underway, the halal process has already begun. The SME has already obtained halal certification during this community service activity. Therefore, the halal certification process can be considered complete. For halal certification, the process continues until the certificate is issued. This process is smoother because the SME is already prepared for halal certification (see Figure 7).



Figure 7. Halal Certification

Monitoring and Evaluation

This community service program successfully addressed key challenges faced by SME. Intellectual Property Rights (IPR) assistance strengthened the legal standing and product identity, while halal certification assistance opened up opportunities for increased consumer trust. Practically, this activity contributed to local economic empowerment and the preservation of traditional culinary traditions.

CONCLUSIONS AND RECOMMENDATIONS

Branding strategies and intellectual property protection are developed through the process of designing a business logo and filing an intellectual property right application. The logo is designed to reflect the product's distinctive identity, traditional values, and appeal to modern consumers. The mentoring process is participatory, involving SME owners at every stage of design and revision, ensuring the resulting logo truly aligns with the business's character. Furthermore, an intellectual property right application is filed to provide legal protection and avoid the risk of brand copying. This step not only strengthens the business's image in the eyes of consumers but also increases the product's legitimacy in the formal market. Thus, branding and legal protection serve as strategic foundations for expanding market reach and maintaining business sustainability amidst increasingly fierce competition.

Halal certification for Gethuk Goreng Madu product was applied for through the Halal Product Guarantee Agency (BPJPH) as a form of quality assurance and consumer trust. The halal certificate provides significant added value, given that the majority of consumers in Indonesia are Muslim and highly concerned about the halal nature of products. In addition to increasing consumer trust, halal legality also opens up opportunities for SMEs to enter broader markets, both regionally and nationally, and even potentially penetrate the export market. This certification not only increases sales but also strengthens the position of SME in the food industry supply chain. Thus, legality and halal certification are crucial tools for expanding markets and enhancing the competitiveness of traditional products in the modern era.

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