

# Identification Of Intellectual Property Copyright Of Kebon Indah Batik Motif On Increasing Competitiveness

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**Abstract:**The aims of study is identify intellectual property rights of batik motifs in the kebon indahbatik community based on local wisdom and information technology usage to improve competitiveness in the international market. This studyuses qualitative method with analysis techniques which is using the triangulation method. The data is collected by in-depth interviews anddata cross check in the field. The results shows that 1) batik motifs which is made based on local wisdom can improve batik quality, 2) the use of information technology as a medium of communication and promotion increase competitiveness, 3) the richness of batik motifs must be documented as a multifunctional tool so that local wisdom can be maintained.

**Index Terms**"Intellectual Property, Local Wisdom, Information Technology, and Competitiveness

## 1 INTRODUCTION

Craft products are incessantly providing creativity and innovation that are always developing. Small and Medium Enterprises are one of national economic security pillars. In developing countries, Small and Medium Enterprises (SMEs) play an important role to the national economy [1]. The development and fostering of SMEs in developing countries is often part of the government's efforts to address various economic and social problems, namely: reducing unemployment, eradicating poverty, and distributing equitable income. According to [2], the superiority of SMEs in exports is dominated by hand-made products that rely on hand-made skills. One of Indonesia's flagship products is handmade batik. Batik is inherent with Indonesian nation as a national identity and is recognized as a distinctive clothing from Indonesia. It makes people who passionateto preserve the handmade batik is high so batik can be found, produced and used throughout Indonesia. Information technology is an accelerated media towards modern industry, in line with this, structured and good information technology systems can increase the ability to reach global markets [8]. Batik artwork is an art branch which is rooted for centuries in high-quality Indonesian culture. It is capable to display a unique national identity so that batik works are one of local wisdom values wealth that need to be preserved and known by future generation so it can make Indonesia becoming the host in its own country [3], [4]. Batik motifs created by batik maker are usually monumental and inspired by nature and environment around them so that the batik motif consists of two parts, namely the main ornament and isen-isen [5], [6]. Local wisdom as a potential of national culture is the main attraction for batik makers, the extent to which he is able to represent ideological ideas into a work of painting through visual language [7].

It is suitable with Indonesian Ministry of Industry's program which is committed to build a solid industry through the 4.0 industrial revolution. Technology has a very important function, namely information processing that includes 5 dimensions: capturing, conveying, creating, storing and communicating [9]. The rapid development of information and communication technology, making the creativity of business people turn to communication technology that has the speed and efficiency of getting information so that it can reach a wider and more competitive market [10]. Kebon Indah Batik Association is one of the MSMEs that reacts quickly to the development of information technology. It also has batik village concept. Community empowerment towards the ability to access information technology and preserve the cultural heritage of batik is one of the MSMEs goals to move towards the digitalization industry. However, the anxiety of the batik makers arose because consumers not appreciate batik as an exclusive art work and there was a decline in the batik market, especially its market share in handmade batik and stampbatik [11]. The low batik appreciation and the ease access of information on social media also has an impact on plagiarism of batik motifs, which is resulting in onslaught of the printing batik industry which has a much cheaper. Therefore, this study tries to identify the copyrighted wealth of Kebon Indah written batik motifs based on the existing local wisdom values so it can maintain the aesthetic value of batik in the international world. The results of this study are expected to provide implicative findings and contributions to the development of entrepreneurial abilities of Kebon Indah batik makers in managing the intellectual of batik motifs based on the local wisdom they own.

## 2 LITERATURE REVIEW

### 2.1 Intellectual property rights

Intellectual Property Rights can be interpreted as the right to ownership of works that arise or born because of the ability of human intellect in the science and technology field. These works are intangible virtues which are the result of one's intellectual abilities in the science and technology field through their creativity, taste, intention, and work, which have moral, practical and economic values [12].

### 2.2 Local wisdom

Local wisdom is a set of knowledge with certain values and norms derived from adaptation and life experiences of community groups in certain locations which provide a form of certain mindset and actions as a way to live in harmony with

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themselves, each other, and their environment [13]. Local wisdom as a potential of national culture is the main attraction for batik makers, the extent to which he is able to represent ideological ideas into a work of painting through visual language [14].

### 2.3 Information Technology

[15] argues that information technology is a technology used to process data. There are five categories of information processing tasks namely capturing, conveying, creating, storing and communicating [9]. IT can present information in a useful form and can be used to send information to other people or to other locations [9]. IT integrates data from various parts, reduces clerical work, and speeds up the presentation of data needed for decision making [16].

## 3 RESEARCH METHOD

The object of this study is the Kebon Indah Written Batik Society, Bayat, Klaten, Central Java. The object was chosen because it is one of batik industry centers that have a good track record in batik motifs quality and have strong principles to preserve batik culture based on local wisdom. Methods of data collection using intensively interview techniques through in-depth interviews and data cross check in the field. There were 2 important participants presented in this study because they were actively involved in the community namely Dalmini as the head of the association and Sri Windarti as the association secretary. Participants were very enthusiastic and very interactive to support this study. The researcher used unmeasured and measurable questions which is adopted from the local wisdom questionnaire [17] and BPS data about the usage and utilization of information technology and 2015 communication of VP2TIK-business sector. Data analysis is supported by photographs, primary data, and secondary data which is obtained from the Government such as the Office of Industry and Trade of Klaten Regency. The results of data collection will be analyzed by triangulation method. The data is analyzed by comparing interview data with observational data, comparing what people say in public with what they say personally, and comparing the interview result with related document, so conclusions can be drawn [18].

## 4 RESULT AND DISCUSSION

### 4.1 Result

This study focuses on identifying the copyright wealth of Kebon Indah written batik motifs based on local wisdom values. Descriptive analysis is conducted based on collected data to obtain complete and accurate information. The unstructured interview result of first respondent stated that "local wisdom is very important because batik art is a cultural heritage that has been preserved for generations by our ancestors. The form of commitment at maintaining local wisdom is proved by reject the offer of several printing industries who want to buy batik motifs created by Kebon Indah people at high prices. According to him, it is not commensurate with what will be passed on to posterity in the future. However, this problem must be dealt with by protecting the wealth of local wisdom through legal channels so it can overcome plagiarism." The first respondent revealed "the establishment of a batik village is one way to motivate the community to continue producing batik and face competition. The utilization of local resources is part of the written batik

kebon indah community progress. From the structured questions interview, several conclusions can be obtained and summarized in several points. Table 1 is a summary of the questions and answer interview.

**Table 1. Summary of Respondent Structured Interview 1**

No	Questions	Answers
1	The form of local wisdom that is implied, explicit and hidden	In batik activities, batik makers consider batik activities as one way to express what is in the heart and the surrounding environment. The batik quality is greatly influenced by the condition of batik makers, so the main inspiration in making batik motifs is the surrounding environment.
2	The advantage of discovering local wisdom that is implied, explicit and hidden	Local wisdom is one of the assets possessed by the community, so the presence of local wisdom is maintaining the authenticity and culture of the community.
3	The impact of batik motifs which is originating from the wealth of local wisdom	Batik motifs that come from the wealth of local wisdom is very unique and cannot be imitated by other. Therefore, unique batik motifs usually have a high economic value.
4	Reasons for using information technology	Nowadays, everyone has a smartphone that is always carried all the times. The smartphone has many benefits that we can take so that we know the developments in the outside world. Thus, we can sell batik to foreign countries.
5	The advantage of information technology utilization	Information technology can be a media campaign.
6	Impact of information technology usage in the community interests.	Information is very fast. We can send images quickly and easily. On the other hand, the inspiration for creating batik motifs come from the internet and be integrated with existing local wisdom

The interviews with respondents 2 using unstructured questions, obtained several conclusions regarding the implementation of local wisdom in making batik motifs. Following the results of unstructured interview respondents 2 "attention to local wisdom is a social activity carried out to preserve batik culture so that these activities are not lost. Once in a month, the community gathers all batik makers to discuss and provide batik training and find motifs that are in accordance with their particular characteristics. At this time, there are around 169 batik makers who carry out activities independently, from producing to selling. However, some of them still display their products in the community showroom. The use of information technology is very helpful in the sales process, through social media, community sells batik cloth to other regions. From structured questions interviews, several conclusions can be obtained and summarized in several points. Table 2 is a summary of the questions and answer interviews.

**Table 2.** Summary of Respondent Structured Interview 2

No	Questions	Answers
1	The form of local wisdom that is implied, explicit and hidden	Community members usually difficult to find local wisdom in their environment. The method we use is search sequentially by asking all parties that have relevance to the background and specificity of the area. After that, we guide the batik makers to make motifs according to the local wisdom that has been found.
2	The advantage of discovering local wisdom that is implied, explicit and hidden	Providing its own wealth and value to the surrounding community, because each motif has its own philosophical meaning.
3	The impact of batik motifs originating from the wealth of local wisdom	Motives that describe local wisdom give different satisfaction. In addition, batik makers will proud with the motives they have.
4	The impact of batik motifs which is originating from the wealth of local wisdom	As a means to facilitate promotion and marketing media, it can be advertised overseas.
5	The advantage of information technology utilization	For media sales and communication between batik makers because the access of the area is quite far between the community showrooms and the houses of the community members.
6	Impact of information technology usage in the community interests.	Facilitate communication between members. Facilitate the sales process.

Based on interviews, it can be concluded that the two respondents have similar views: 1) batik motifs which is made based on local wisdom, improve the batik quality so they can penetrate the international market, 2) efforts to penetrate the international market by utilizing information technology as a medium of communication and promotion, 3) to continue compete competitively, the richness of batik motifs must always be documented as a multifunctional tool so that the local wisdom possessed by Kebon Indah batik makers can be maintained and enhance the aesthetic value of the batik motif.

#### 4.2 Discussion

This study contributes to the theory that local wisdom can improve product quality so it can compete on the international market. Therefore, good intellectual property management can support the use of quality local resources. The information technology can be used as a supporting media in order to increase competitiveness in the international market, so that local wisdom supported by the use of information technology can affect the level of product competitiveness in the international market. This study also provides an implicative contribution to the identification of intellectual property that has been done, namely legal protection. Legal protection in this study referred to protect the intellectual property of batik motifs which is owned by Kebon Indah batik community in order to have legal force. The form of legal protection that can be implemented is collective brand registration for Kebon Indah batik cloth and copyright registration of batik motifs that have local wisdom elements in each style [19], [20], [21], [22], [12]. Collective brand Trademark protection can be realized in collective brand registration [18]. Collective brands are the result of collective efforts and cooperation from several individuals to create exclusive and distinct qualities in a

trademark shade [23]. According to Article 1 points 2, 3 and 4 of Law Number 15 of 2001 concerning Trademark, collective brand is a brand which is used on goods or services with the same characteristics and traded by several people or legal entities jointly to distinguish between goods or other similar services. Registered collective brand owners can only use the brand together with other companies, associations or communities that also use the relevant collective brand, if the terms and conditions are expressly stated in the agreement of the promised collective brand use. Rules for the use of collective brands must contain 1) The nature, general characteristics or quality of goods or services produced and traded using collective brand, 2) Provisions for collective brand owners to effectively monitor the use of the brand, and 3) Sanctions for the use of collective brands that are contrary to regulations [24]. Registered collective brand rights can only be transferred to the recipient party who carry out effective supervision in accordance with the provisions of the use of the collective brand. The transfer of rights to collective brands must be filed at the Directorate General of Intellectual Property Rights at a cost. The rights transfer of collective marks is recorded in the General Register of brands and announced in the Official Gazette of Brands. Collective brands that have been registered cannot be licensed to other parties as a general brand [25]. According to [24] legal protection for brand rights is needed because of three things, namely 1) To ensure legal certainty for brand inventors, brand owners, or brand rights holders, 2) To prevent violations and crimes against brand rights so that legal justice can given to entitled parties, and 3) To benefit the community so that people motivated to make and manage their business brand registration. The registration of the collective brand of kebon Indah batik products will have a positive impact on the creativity and sustainability of the Kebon Indah batik community. Thus, the Kebon Indah batik community will be better known because it has a legal identity. Brand strength that can influence consumers' positive perceptions provides considerable opportunities for the good image of the product and community [26]. Copyright Copyright is a strategy to protect intellectual property rights in art products that have copyrighted works elements [19]. According to [27] copyright has 2 benefits, namely economic and moral benefits. Economic benefit is obtaining economic benefits of the work and related rights products such as obtaining royalties. Moral benefits obtaining rights inherent in the creator or actor who cannot be removed or deleted without any reason, even though the Copyright or Related Rights have been transferred [27]. Plagiarism can be prevented by copyright protection because if a creation is designed by someone and it is realized and done by someone else, but it is still under the leadership and supervision of the designer, the person who designed it is the creator [28]. Batik makers awareness of the importance of copyright registration can provide a positive influence on the creativity and competitiveness of the kebon indah batik business community. Batik makers will not be afraid to be creative in creating batik motifs that are based on local wisdom because they will avoid from plagiarism. In addition, batik makers can maximize the use of information technology freely because the published batik motifs are legally protected. Second, community independence is a condition experienced by the community which is characterized by the ability to think, decide and do something that is deemed appropriate in order to achieve solutions of problems faced by using their ability

[29]. This independence can be realized through empowerment activities that have strengths from various aspects such as physical and material aspects, economics, institutions, cooperation, intellectual strength and mutual commitment. Community empowerment which is based on local wisdom and information technology can help batik-makers develop themselves on existing innovations. Needs-oriented empowerment methods are one way of practical and on target empowerment [30]. The empowerment strategy in accessing technology can be focused on increasing the use of technology. This access includes socialization and innovative technologies usage, for example: the use of social media and marketplace in the process of marketing activities [31]. Preparation for the intellectual property rights protection includes the copyright of batik motifs. The process of community empowerment is not only borne to the community, but also all parties including local government, academics, practitioners, even private companies around the Klaten community. Third, increasing the customer value which is the consumer's perception about the difference between what consumers get with what must be sacrificed to get the service [32]. [33] stated that customer perceptions of the value given by the seller are important factors for the seller to build emotional relationships with consumers. By paying attention to customer value, it is hoped that batik makers can achieve customer satisfaction and customer loyalty. This shows the importance for all industries including SMEs to provide superior customer value, satisfaction and create customer loyalty in the future for the sustainability of its business activities. In this case, the batik maker needs to build a customer value proposition as a promise of what will be given to the customer. Utilizing the value of local wisdom, batik makers are able to package the local wisdom values through the meaning of scribbling existing motifs and philosophical stories in making batik cloth. It is considered capable to change consumer perceptions that consumers buy batik cloth with high extrinsic value. The implementation of information technology utilization can be done by utilizing product-based promotional media with high local wisdom. Thus, customer value implementation on Kebon Indah batik makers community can be done by synergizing local wisdom strategies and the use of information technology.

## 5 CONCLUSION

The similarity of respondents' views on the intellectual property of batik motifs can be seen from the answers given, so it can be concluded that 1) batik motifs which is made based on local wisdom improve the batik quality, 2) the information technology can be a medium of communication and promotion to increase competitiveness, 3) the richness of batik motifs must always be documented as a multifunctional tool so that the local wisdom possessed by kebon indah batik makers can be maintained and enhance the aesthetic value of the batik motif created. Some of the implications involved in increasing competitiveness in the international market are legal protection of intellectual property, community empowerment based on local wisdom and information technology, and customer value management. Protection of intellectual property can be implemented by trademark registration and copyright registration of batik motifs. Batik makers awareness of the importance of copyright registration can provide a positive influence on the creativity and competitiveness of the batik business community in kebon indah. Therefore, it is necessary

to conduct further research on the level of collective brand credibility and copyright to better understand the factors that can improve the implementation of this strategy. Community empowerment is aimed at more applicative and targeted activities by paying attention to the local wisdom of the surrounding community. Therefore the role of various parties is very necessary for the continuation of this empowerment process because community empowerment cannot only be borne by the community alone. The factors that influence community empowerment need to be known in depth so that it can be known which empowerment models based on local wisdom and which information technology are appropriate to be applied to the Kebon Indah batik writing. Customer value management by incorporating extrinsic values of batik cloth is the easiest way for batik makers to increase product value in customer perceptions. Therefore, it is necessary to analyze in depth the factors that influence the customer value of batik cloth in the international market in order to find an implicative model of increasing customer value.

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