

Registration of Intellectual Property Rights of Thengul Ndadari Batik Motifs Based on Preservation of Dance Art

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Abstract

Dolokgede, Tambakrejo village located in Bojonegoro Regency has potential property art. One of the business opportunities that Bojonegoro community has begun to develop is batik, but there are still only a few people have batik character, they only make it without knowing the meaning of the resulting motif. The motifs that are widely used in batik are imagines plant and flower. During this time the community is very worried that there will be attention, extinction, appreciation from others for the batik motifs that have been produced. There for the Disbudpar and Uin Sunan Kalijaga service team asked for assistance to support the assistance of intellectual property rights on batik motifs produced by Dolokgede through the Director General Property Rights. So that it can foster the entrepreneurial spirit of the village community marked by the village communitu. Which produces written batik based on dance art and distributes tourism areas, therefore the tourist area will facilitate written batik produced by the people of Dolokgede Village.

Keywords: Art Education, Intellectual Property Rights, Batik

Abstrak

Dolokgede, desa Tambakrejo yang terletak di Kabupaten Bojonegoro memiliki potensi seni properti. Salah satu peluang usaha yang mulai dikembangkan oleh masyarakat Bojonegoro adalah batik, namun masih sedikit sekali masyarakat yang memiliki karakter membatik, mereka hanya sekedar membatik tanpa mengetahui makna dari motif yang dihasilkan. Motif yang banyak digunakan dalam membatik adalah motif tumbuhan dan bunga. Selama ini masyarakat sangat khawatir akan adanya perhatian, kepunahan, penghargaan dari orang lain terhadap motif-motif batik yang telah dihasilkan. Untuk itu tim pengabdian Disbudpar dan Uin Sunan Kalijaga meminta bantuan untuk mendukung pendampingan hak kekayaan intelektual atas motif batik yang dihasilkan oleh Dolokgede melalui Dirjen HAKI. Sehingga dapat menumbuhkan jiwa wirausaha masyarakat desa yang ditandai dengan adanya komunitu desa. Yang memproduksi batik tulis yang berbasis seni tari dan mendistribusikan kawasan wisata, oleh karena itu kawasan wisata tersebut akan memfasilitasi batik tulis yang diproduksi oleh masyarakat Desa Dolokgede.

Kata Kunci: Pendidikan Seni, Hak Kekayaan Intelektual, Batik

INTRODUCTION

The history of batik was originally a palace tradition. That is why the palace batik motif is full of life philosophy. From the palace, aristocratic clothing also spread to noble circles or families. Then there were the courtiers who brought the batik tradition from the palace environment. Not only in the Surakarta and Yogyakarta areas, but batik is also developing quite rapidly, even though it has become a national characteristic. Almost every region has different distinctive batik patterns, depending on the local wisdom of the area.

This is also the spirit of Bojonegoro Batik craftsmen in Dolok Gede, Tambakrejo District, whose founder is Mr Lukdianto. Starting from batik training in 2012 held by Ademos in Kampung Batik Laweyan, Surakarta City, he is currently a batik producer. Having started a home-based batik business for almost a decade, until now there is quite a lot of interest from both within the city and outside the city.

The motifs produced from the Dolokgede Batik production center are quite diverse. Starting from the motifs of Khahyangan Api, Wayang Thengul, Pacal Reservoir, Bengawan Solo, Sosrodilogo Bridge, Wonocolo, Atas Angin, Teak to Roselle flowers and White Meliwasi motifs. "All local batik motifs are typical of Bojonegoro. Because basically they market the local potential of the region.

Manufacturers explain the difficulty in producing batik crafts as the lack of available human resources (HR). Because only two people can do the work, the process takes a long time, especially for written batik, which is quite expensive and difficult to compete on the market. Marketing batik is certainly a quite difficult problem for craftsmen, especially during the Covid-19 pandemic. And there are also several batik motifs which are works of intellectual property that have not been copyrighted.

Intellectual property registration is mandatory and mandatory for industrial property rights to obtain legal protection. any violation of intellectual property rights. However, IP registration is a separate matter because it is considered too complicated for the registration process or requirements, but according to current developments, there is cooperation between the Directorate General of the Ministry of Law and Human Rights of the Republic of Indonesia and an international agency, namely WIPO (World Intellectual Property Organization).

The aim of the legal system that is developing in the field of intellectual property rights is to protect intellectual property through intellectual property regulations. The development of intellectual property rights is currently owned by the community and micro, small and medium enterprises (MSMEs), both in the form of copyright and industrial rights, including trademarks, patents, industrial designs, trade secrets and designs. Registration is carried out to obtain clear legal protection and certainty. This principle underlies intellectual property laws throughout the world and has the consequence that someone who does not register cannot legally sue someone who is considered to be using their intellectual property (Utomo, 2010: 13).

The development of today's technological systems means that many sectors use online systems for both marketing and intellectual property registration. Apart from being easy and not requiring a long time, online is considered effective and efficient because it can be done anywhere and at any time. The Director General of Intellectual Property at the Ministry of Law and Human Rights of the Republic of Indonesia is taking advantage of technological advances in the online intellectual property registration system.

There is a need for public understanding regarding online intellectual property services, especially MSMEs, in order to obtain clear legal protection. Awareness and understanding of KI online, especially for craftsmen or producers of typical Jonegoroan batik motifs, is very lacking. so, there is a need for assistance in registering IPR for batik motifs.

Problem Formulation

From the above description research question is as follows:

- 1) How to Improve digital marketing strategies for MSMEs making Jonegoroan Dolok Gede motif batik craftsmen?
- 2) How to register the Dolok Gede jonegoroan batik motif to protect intellectual property?

Community Service Goals

The objectives of this community service are as follows:

- 1) To improve the digital marketing strategy carried out by SMES Dolok Gede jonegoroan motif batik craftsmen?
- 2) To register the intellectual property of the Dolok Gede jonegoroan motif batik?

IMPLEMENTATION METHOD

Literature Review

The scientific article written by Danny and Robin with the title "Digital Marketing Training in Business Development Efforts at Modern Furniture Tanjung Pinang", explains the strategy used by Modern Furniture in marketing its products digitally. The results of this research (1) This research has an implementation outcome, namely by conducting training and optimizing Instagram accounts, training is carried out online. The findings of this research are that marketing via Instagram social media influences sales of modern furniture products and can increase company turnover.

The second scientific article written by Rindia Fanny Kusumaningtyas and Rahayu Fery Anitasari entitled "Training and assistance in online intellectual property registration for MSMEs", explained the strategies carried out to register MSME intellectual property. The first was coaching or socialization of legal awareness and the importance of registering intellectual property. The second was training to open intellectual property services online. The result was that business actors understood the procedures for registering intellectual property and understood how important registration was.

Theoretical Framework

To comply with scientific principles and simplify the research process, this research describes the theories and concepts that will be used in the Theoretical Framework in this research, as follows:

a. Digital Marketing

Marketing in general can have many meanings, but [Morissan \(2010\)](#) briefly defines marketing as sales. In more detail, [Morissan \(2010\)](#) said that marketing is everything related to advertising or retail sales which includes several activities such as marketing research, pricing, or product planning. However, marketing activities are not merely activities that only sell and promote something, but marketing is a concept that involves a mental attitude, a way of thinking that leads to doing something that does not always sell things but ideas, skills, careers, places, services and so on. etc.

So, marketing management must be aware of the interdependence of a number of promotional and sales activities in order to create effective marketing. The American Marketing Association (AMA) defines marketing as:

“The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. (1985, 8).”

From the AMA's definition, it sees exchange as a central concept in marketing. In order for an exchange to occur, three conditions must be met: first, there are two or more parties who have value to be exchanged; second, the ability and desire to give something from one party to another; third, there is a way to exchange information or communicate. ([Morissan, 2010](#)).

Furthermore, the modern marketing process is increasingly developing with the increasing use of better information technology. So, the AMA explains that the marketing process is a process starting from planning to execution. The aim of all marketing activities is to achieve satisfaction of individuals and institutions. [Kasali \(1998\)](#) states that the goal of marketing is to satisfy consumers. Furthermore, Philip Kotler & Gary Armstrong (2001) in [Morissan \(2010\)](#) define marketing as a process where companies create value for customers and build strong customer relationships to recapture value from customers.

b. Promotion and Marketing Communications

Promotion is a series of marketing activities. The popular concept of 4P (product, price, place and promotion) in Philip Kotler's marketing theory considers that promotional activities are like blood that flows throughout the body. So if promotions stop then marketing stops. Because of this, [Neni \(2001\)](#) said that the role of marketing communications is important from year to year, and requires extra thought in order to introduce, inform, offer, influence and maintain the buying behavior of consumers and potential customers of a company.

Experts try to combine communication science and marketing science so that the term marketing communication emerges. [Callen \(2010\)](#) defines marketing communications as follows:

“Marketing communication anything your entire organization does that effects the behavior or perception of your customers. Marketing communication process is a conversation between you and your customers that is as much about listening to your customers as it is about sending them massages.”

The concept of marketing communications is broadly described in the following statement:

- 1) All forms of communication used by organizations to inform about a product and influence the buying behavior of consumers and potential customers.
- 2) Communication techniques are designed to inform consumers and customers about the benefits and value of goods and services offered.
- 3) The communication process designed starts from the pre-sales stage, the usage stage and the post-use stage.
- 4) Communication processes designed for specific segments, market gaps, even individuals. Because each consumer and customer has a different character,
- 5) Communication activities are designed not only for "how marketers can reach consumers or customers" but also "how marketers can find ways that enable consumers and potential customers to reach company products easily." (Yulianita, 2001: 8)

Organizational level marketing communications to increase efficiency and effectiveness in performance productivity. Johnson Alvonsi (2014: 16) defines organizational communication as a form of communication that occurs in organizations, whether carried out between individuals, individuals and groups or between groups, both formal and informal. Corporate communication is a management function or field for marketing, finance or operations dedicated to disseminating information to key constituents, implementing company strategy and developing messages for various purposes inside and outside the organization (Panuju, 2019).

c. Advertising

Advertising comes from the basic word "advertisement" which comes from the Arabic I'lan and is then pronounced as advertisement by Indonesians. Meanwhile, the word advertising comes from English and edvertesi from Dutch. Advertising or advertising itself actually comes from Latin, namely *edvertere*, which means to divert attention, so advertising can be interpreted as something that can divert the audience's attention to something (Zein, 2015: 4).

“The Institute of Practitioners in Advertising (IPA) defines advertising as providing a sales message that is as persuasive as possible to the most appropriate potential buyers for a product in the form of certain goods or services at the lowest possible cost (Santosa, 2002).”

From the above definition, it can be understood that advertising has the characteristic of not only diverting attention, but the most important thing is that in the process of diverting attention it has persuasive power or influence. Frank Jefkins simply defines advertising as a way of selling through the dissemination of information. And according to advertising expert

Fred Danzig in Santosa (2002), advertising can make you buy something that you don't need or want, even if you are willing to pay a higher price.

Moriarty et al. (2009) in their book Advertising define advertising as a form of paid communication that uses mass media and interactive media to reach a wide audience in order to connect clear sponsors with buyers (target audience) and provide information about products (goods, services and ideas). More specifically, Kotler and Keller (2012) explain that:

“Advertising is a paid form of non-personal presentation and promotion of ideas, goods or services identified as promotional activities through print media (newspapers or magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, web page) and display media (billboards, sign systems, posters). (Zein, 2015: 5)”

Looking at the definitions above, advertising is understood in various ways depending on its focus point. There are those who look at communication patterns, the context of selling and disseminating information, disseminating commercial information by paid means or using approaches in the realm of psychology and creativity.

d. Target Market (Targeting)

Keegan & Green (2008) define targeting as the process of evaluating segmentation and focusing marketing strategies on a country, province, or group of people who have the potential to respond. Target market can also be interpreted as an activity that contains, assesses and selects one or more market segments that a company will target.

There are at least five factors that need to be considered before determining the target market, namely:

- 1) Segment size Estimated size of the segment to be targeted is an important factor in deciding whether the market segment is valuable enough to pursue. Large companies will choose segments with large sales volumes and avoid small segments and vice versa.
- 2) Segment growth Even though the segment size is currently small, it is not impossible that it will grow or is expected to grow in the future.
- 3) Costs that must be incurred to reach that segment. A segment that does not fit the company's marketing activities should not be "chased".
- 4) Conformity with the company's objectives and resources/capabilities. The target must be in accordance with the company's objectives and resources/capabilities.
- 5) Competitive position A segment may have good size and growth but weak potential in terms of profits. Less competition makes the segment more attractive to enter (Rismiyati and Suratno, 2001).

However, in practice, companies or institutions can follow one of five market coverage strategies, namely:

- 1) Single market concentration is that a company can concentrate its activities in one part of the market. Usually, smaller companies do this option.
- 2) Product specialization, a company decides to produce one type of product. Suppose a company decides to produce only electric typewriters for a group of customers.

- 3) Market specialization, for example a company decides to make all kinds of typewriters but is aimed at a small group of customers.
- 4) Selective specialization, a company engages in various business activities that have nothing to do with others, except that each business activity contains attractive opportunities.
- 5) Overall coverage, which is commonly done by larger industries to outperform the market. They provide a product for everyone, according to their purchasing power. (Lubis, 2004)

Advantages and Disadvantages of Social Media Marketing

Marketing strategy via social media or called with Social Media Marketing has a number of advantages and disadvantages as following.

1) Advantages

Social media marketing has excess in activity marketing carried out. Neti (2011) explains excess them as following.

- a) Marketing carried out via social media, not only aim For promote products, but also for knowing and listening complaint as well as opinion customer about product the.
- b) social media marketing can help marketer with easy find various group or influencers. Then identify group or which influencers can help growth brand from product the. Activity based marketing social media marketing does not need sufficient cost big, however can reach the market or customer in a way wider.

2) Disadvantages

This marketing strategy that utilizes social media also has lack. Icha and Agwu are in Adyani (2021) states a number of weakness social media marketing, among others.

- a) Customers who use social media and share experience or impression negative about A product can influence other social media users, including customers potential. So that image Good A business will easy tarnished, p This Of course become challenge in using social media marketing strategies.
- b) Freedom in use of the internet by individuals can open chance for they for express himself, however part big No own consequence for individual the on what has done. Therefore, this can be one factor social media marketing does not can predictable and controlled.

3) Wealth Intellectual

Riches Intellectuals (KI) appear Because exists ability think. Result of Power create the owned in a way special (exclusive) incarnate in form creation or invention. Next, the KI own mark economical if creation or invention the used or utilized. Economic value This is right for IP owner. Registration is activity inspection and recording every KI by officials' registration in book-based list application owner for objective obtain certainty of ownership status and protection law. Evidence of registration is he gave IP certificate. Through the KI

registration process you will get confession. However so, for right create No required do registration Because right create can obtained through confession right. Registered work will obtain certainty law and protection law, however creation that is not registered still protected provided creator can prove that it's him true creator when there is the other party admits it creation.

This research uses research methods stages implementation work practice will shared become several stages as following:

- 1) Stage Preparation Stage preparation is stage beginning started by dating to location craftsmen in the village Dolok Gede, conducting the interview process with Jonegoroan batik craftsman for now related information _ business currently run, and research problem partner. According to (Sugiono, 2013) Interview is conversation with two parties interview that is interviewer who submitted the request A questions and the interviewee who provides A questions asked by the interviewer.
- 2) Stage Implementation Stage implementation started with optimization Batik Jonegoroan social media accounts, as well as preparation of social media content , and digital advertising on Instagram in the business the . Provide training to employee the method optimizing social media accounts as well as advertising across social media platforms . Look for material or assembled information _ For help in designing preparation report as well as documentation on information . Then done planning outer continued project _ with implementation , training , evaluation and monitoring processes .
- 3) Steps taken for overcome problem partner related with registration right riches intellectual is as following : Coaching or socialization awareness law importance registration Riches Intellectual ; Coaching procedural mechanism registration Riches Intellectual , online at the Director General Riches Intellectuals of the Ministry of Law and Human Rights of the Republic of Indonesia; Training open application service Riches Intellectual Online.

As for procedures work done For support realization method offered is focused on effort understanding public especially for MSMEs regarding registration Riches Intellectual online in the village Dolok Gede sub-district Tambakrejo regency Bojonegoro Activity This packed in a number of stages that is socialization and continued practice open online KI application.

RESULT AND DISCUSSION

The community service activities carried out in Kuluhan Hamlet, Dolokgede Village, Tambakrejo District, Bojonegoro Regency, East Java Province, are carried out in one year. This activity ran smoothly and was attended by 10 indigenous people from Tambakrejo. There are several stages in service activities, namely as follows: Preparation stage, namely by coordinating between the service team and partners to determine the time and place of the activity and other agreements regarding procedure Work as well as stages activity.

Figure 1. Interview with Owner of Batik Poetra Dolok Gede



On Activities here, team devotion does observation circumstances geographical Village community Kuluhan, Dolok Gede. Furthermore, team devotion does interview to owner related to batik motifs that can be developed in the village Tour Dolok Gede. From interviews with head village, it turns out Dolok Gede No exists knowledge in management of property rights intellectual related to the written batik motifs produced. So as long as This community in Dolok Gede is limited make batik with plant motif shape, good form fruit nor flowers and yet touch mark character art in this motif. Therefore. That team Community service at UIN Sunan Kalijaga and Disbudpar Bojonegoro agreed do accompaniment Property Rights registration Intellectual on batik motifs based on sad education produced by Poetra batik Mountain big.

Figure 2. Thengul Dance Motif Print



After do interview with head village Mountain big and owner from poeta batik, results work of para batik choose the best compared to with other works. Eventually be chosen One work best. This batik It has later bamboo and dragonfly motifs named with Batik with Thengul motif Ndadari Batif with Thengul motif Ndadari this also has valued the characters contained in it. Values his character is as following this:

Description of the Thengul motif Ndadari on namely: Motive above use dance form, following meaning philosophy and values, contained characters in batik motifs, namely as following:

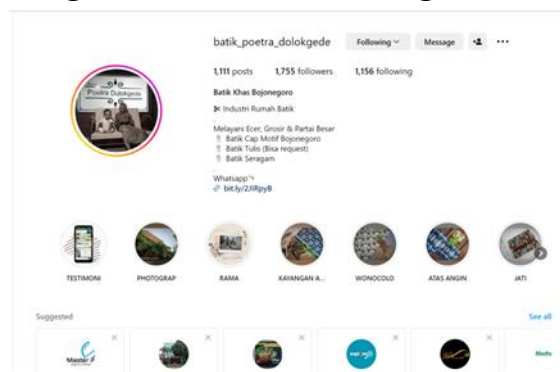
- 1) Woman: symbolizes weak softness, suppleness, and beauty.
- 2) Clothes dance symbolizes Women's majesty, adornment, and elegance.
- 3) Shawl: one accessories dancer for move hand gracefully.
- 4) Crown: Women's jewelry on their heads so that emit perfect beauty.

After know meaning and values characters contained in Thengul motif batik Ndadari then the batik Registered Property Rights Intellectual. This matter aims for:

- 1) Get property rights certificate intellectuals on characteristic batik motifs typical village Dolok Gede.
- 2) Give in protection law to creator or inventor with method give special rights in commercialize work create.
- 3) For give freedom in make work to the creators, this so his work can be beneficial for Society.
- 4) For enhancement as well as protection right riches intellectual in speed up growth economy, and quality life humans can give service community needs as a whole wide.
- 5) For give protection to the law as well as pusher something creativity for many people bribe can create work without have fear.
- 6) Increase productivity and power competitive Indonesian products.
- 7) After through stages giving meaning and values existing characters in Thengul batik Ndadari, next enter in stages accompaniment Management of Property Rights Intellectual.

Stages accompaniment Management of Property Rights Intellectuals on characteristic batik motifs typical village Dolok Gede. Thengul batik motif Ndadari We have registered it with Disbudpar Bojonegoro and the certificate Already published on October 16, 2023 which is results batik work from the Dolok Gede Community.

Figure 4. Social Media Instagram



Based on results interview with the community and employees from Poetra batik they are very enthusiastic follow activity. This is because even in the village they enough active using social media with good, however need to upgrade so can understand for more application's latest moment.

CONCLUSION

Based on the service that has been carried out, there are several conclusions that can be underlined to become lessons for further service. In accordance with the purpose of the service, namely, to increase public literacy towards the existence of IKNB Syariah, a survey of participants was conducted by uploading a short video on one of the digital media platforms, namely Instagram. Because with the explanation through video, participants are expected to hear a direct explanation of IKNB Syariah without the need to read it. In the uploaded video, it can be concluded that the level of literacy of participants towards IKNB and Sharia IKNB shows that on average the participants only understand the concept of Sharia IKNB, even some of the participants are still stagnant choosing conventional concepts over sharia.

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