

Legal Assistance For “Nyonya Umi Fried Onion” Enterprises Micro, Small And Medium Enterprises (MSMEs) In Dringu Village, Probolinggo Regency, East Java, Indonesia

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Abstract.

This research explores the crucial role of Micro, Small and Medium Enterprises (MSMEs) in Indonesia's economic development, especially in Probolinggo, East Java. MSMEs are identified as an effective measure in reducing poverty and unemployment, as well as a key element of economic recovery after the economic crisis. The government considers MSMEs as the largest group of economic actors in Indonesia, contributing significantly to national development. While Nyonya Umi's Fried Onion products have great potential to enter the market, challenges arise because they do not yet have brand rights, making development difficult and involving the risk of losing product assets to other parties. In this context, legal aid is considered essential to provide protection to the MSME Business Center in Dringu village, support its development, and overcome barriers such as the absence of a brand.

.Keywords: Micro, Small and Medium Enterprises, Merek, and Nyonya Umi Onion Fried.

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are businesses that operate in various business fields, namely, trading businesses, mining businesses, industrial businesses, educational services businesses, real estate and others. In Indonesia, MSMEs are one of the effective steps in reducing poverty and unemployment rates. From the statistical data conducted, MSMEs represent the largest number of business groups. MSMEs are the largest association of economic actors in the economy in Indonesia and has become an aspect of economic development after the economic crisis. Apart from being a big contributor to national development, MSMEs can also be a big job opportunity for workers in Indonesia who definitely need work in the difficult time of finding work in this era of globalization. MSMEs are becoming more of a concern for the government to further develop MSME units. Because the success of MSMEs has made a huge contribution, especially to the Indonesian economy, making the community of MSME executors more independent, making people more active and creative in thinking of new ideas for expanding their businesses. One of the government's current missions is to develop rural areas which can be achieved through community empowerment with the aim of increasing the productivity and diversity of existing businesses, providing facilities and facilities to support the improvement of the village economy, building and strengthening institutions that support the production and marketing chain. , as well as optimizing human resources as the basis for village economic growth. MSMEs can run businesses in the fields of economics, public services and in their activities they are not only oriented towards financial profits but are also oriented towards supporting the improvement of the welfare of village communities.

Judging from the position of MSMEs in facing the reality of pressure from the flow of domestic and foreign capital intervention which is now making villages very hard targets for business development, besides that, these MSMEs only have very little capital compared to the private sector which always has large capital. With the natural resources that villages have, this is very vulnerable to capital and market intervention in villages. The presence of MSMEs itself will be an antidote to the power of foreign and national corporations. It is hoped that this MSMEs will be able to move the dynamics of the village economy, and as a village-owned company. Efforts to develop MSMEs in East Java which aim to improve the local economy have been developed since the passing of the regulation on MSMEs itself where almost

every district in the East Java region has a MSMEs pilot project. The establishment of MSMEs itself is tailored to the needs and potential of existing villages. For example, in Probolinggo Regency, precisely in Dringu Village, there is potential for onion resources that can be developed and managed to be marketed outside the city and even abroad. Mrs. Umi's Fried Onions are one of Dringu Village's specialty products that has the potential to penetrate the trade market. However, despite this, the products offered do not yet have trademark rights. So, its development will be hampered and will not have legal protection. Therefore, legal assistance is needed to provide protection for the MSMEs Business Center in Dringu Village, Dringu District, Probolinggo Regency, supporting and inhibiting factors for development. currently facing the absence of brand rights for "Nyonya Umi's Fried Onion products". So there is the potential for loss of product assets and the product being taken by other factions. Based on the background description above, the title **Legal Assistance for "Nyonya Umi Fried Onion" Micro, Small and Medium Enterprises (MSMEs) in Dringu Village, Probolinggo Regency, East Java, Indonesia** can be drawn.

II. METHODS

In the implementation of this community service activity, the method uses socialization and counseling to provide the public insight into the importance of business legality and how to manage business legality, the importance of good food production by health standards so that the food promoted is safe for consumption as stated in legality, through business legality can further develop the production business. The method of assistance to partners in managing business legality includes the management of PIRT. The next method is evaluation and monitoring carried out after the activity took place to see the effectiveness and impact of the community service activities carried out.

III. RESULT AND DISCUSSION

The role of women in Indonesia has increased over time. The state must have concern for women and provide channels that can support the creation of gender equality. Women not only play a role in improving the household sector but women actually have the potential to increase state revenue. Women's involvement in the public sector such as a career in economics greatly affects the economic growth of a region. Women can still take care of their households by carrying out economic activities. In this era, women can work at home by building their own business. There are many local products marketed by housewives. One example is the fried onion product produced by Mrs. Umi.



Fig 1. Mrs. Umi's Fried Onion Products

Mrs. Umi's products have been marketed outside the city with a turnover that is enough to help her family's economy. However, it is unfortunate that Mrs. Umi's product still does not have a brand. Brand itself is a sign used to identify the origin of goods and services from a company with the goods and services of this company. The business world is very thick with unfair business competition. Often the case is in and out of the commercial court. The case that several times overflowed is the problem of the brand. For example, the case of chicken geprek benu. Of course, the trademark problem is a crucial issue that must be considered by MSMEs. Trademark registration has considerable benefits for the UMKM community.

The benefits of trademark registration is to provide legal protection and legal certainty in order to be a sign of product identity as a differentiator with other products and get exclusive rights of a trademark from a country (1).Based on Law No. 15 of 2001 on trademarks as amended by Law No. 20 of 2016 on Trademarks and Geographical Indications must be registered in advance to the Directorate General of Intellectual Property Rights because trademark protection in Indonesia adheres to the principle of constitutive (registration) in which the new trademark can provide legal protection if it has been registered. Trademarks in Indonesia as Act No. 15 Year 2001 on Trademarks as amended by Act No. 20 Year 2016 on Trademarks and Geographical Indications also adheres to the declarative principle. Declarative principle is a principle that emphasizes on the first time user. This principle states that a trademark is entitled to use according to the law based on the first use that creates rights to the trademark not the first to register (2). Intellectual property of this trademark itself has a function, namely:

1. As evidence of the owner of the trademark;
2. As a basis for the rejection of the same trademark overall or the same in essence and applied for registration by others for similar goods and / or services;
3. As a basis to prevent others from using the same overall or substantially the same mark in circulation for similar goods and/or services.

Legal protection of Intellectual Property Rights in Indonesia, especially trademarks have preventive and repressive efforts. Preventive legal protection is done by trademark registration, and repressive legal protection is done for trademark infringement through civil litigation, criminal offense reports, and out-of-court settlements (3).The lack of knowledge about trademarks encourages the author to conduct community service by providing legal assistance for trademark registration. In this case, the author asks for prior approval from Mrs. Umi to register the trademark.

After getting approval from Mrs. Umi, the next step is to register the brand. Umkm actors must always be supported in every small step to help Indonesia build the national economy. Mrs. Umi's brand ownership will be very helpful in developing her business even in the international arena.



Fig 2. Discussion about the brand with Ms. Umi

IV. CONCLUSION

This community service is carried out to provide legal assistance, it is hoped that the community can start processing the Home Industry Food Production Permit (PIRT). The legality of taro chips SMEs business actors can certainly increase their productivity because consumers feel safe with the products they consume so that it fosters consumer confidence which in turn can increase consumer purchasing power and is expected to be marketed outside the region.

The Nyonya Umi Onion Fried product developed by partners that were previously only marketed in local villages with permits and existing brands is expected to continue to grow and increase the income of the local village community. With this training, it is hoped that later the people in the village of Dringu, Probolinggo can produce Nyonya Umi Onion Fried on a large scale so that they can create jobs and absorb labor so that it can reduce the unemployment rate automatically increasing people's purchasing power and the community's economy can develop.

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