

Pendaftaran Batik Pring Sedapur sebagai Indikasi Geografis dan Ciri Khas Desa Papringan Kabupaten Magetan

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INTISARI

Penelitian ini bertujuan untuk mengkaji potensi manfaat hukum dan ekonomi yang dapat diperoleh perajin serta komunitas lokal Batik Pring Sedapur melalui perlindungan Indikasi Geografis, serta menganalisis faktor-faktor penghambat dalam proses pendaftarannya dan solusi yang dapat diterapkan untuk memperlancar perlindungan IG terhadap Batik Pring Sedapur di Kabupaten Magetan.

Penelitian ini menggunakan metode kombinasi, yaitu yuridis normatif dan yuridis empiris. Data primer diperoleh melalui wawancara dengan perajin Batik Pring Sedapur, perangkat daerah terkait, serta pemangku kepentingan lainnya. Data sekunder meliputi bahan hukum primer, sekunder, dan tersier. Teknik analisis data dilakukan secara kualitatif melalui proses reduksi data, penyajian data, serta penarikan kesimpulan berdasarkan pola hubungan antara ketentuan hukum positif dengan realitas di lapangan.

Hasil penelitian menunjukkan bahwa Batik Pring Sedapur memiliki karakteristik khas, reputasi tradisional, serta keterkaitan antara kualitas produk dan faktor geografis sehingga berpotensi kuat untuk memperoleh perlindungan Indikasi Geografis. Pelindungan IG memberikan manfaat hukum berupa hak eksklusif dan jaminan terhadap pemalsuan serta manfaat ekonomi berupa peningkatan nilai jual, perluasan pasar, dan penguatan organisasi perajin. Penelitian juga menemukan sejumlah hambatan seperti belum terbentuknya kelembagaan pemohon yang kuat, rendahnya pemahaman komunitas, ketidaklengkapan administratif, kurangnya dukungan pemerintah daerah, serta proses verifikasi IG yang ketat. Hambatan tersebut dapat diatasi melalui penguatan kelembagaan MPIG, pendampingan teknis, pelatihan penyusunan dokumen deskripsi, serta penguatan organisasi perajin agar mampu memenuhi persyaratan substantif dan administratif pendaftaran IG Batik Pring Sedapur.

Kata Kunci: Pelindungan Hukum, Indikasi Geografis, Batik Pring Sedapur, Kekayaan Intelektual, Pemerintah Daerah.

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Registration of Pring Sedapur Batik as a Geographical Indication and Characteristic of Papringan Village, Magetan Regency

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ABSTRACT

This study aimed to examine the potential legal and economic benefits that could be obtained by the artisans and local community of Batik Pring Sedapur through Geographical Indication (GI) protection, as well as to analyze the factors that hindered the registration process and the solutions that could be implemented to facilitate GI protection for Batik Pring Sedapur in Magetan Regency.

This study employed a combined method consisting of normative juridical and empirical juridical approaches. Primary data were obtained through interviews with Batik Pring Sedapur artisans, relevant local government officials, and other stakeholders. Secondary data consisted of primary, secondary, and tertiary legal materials. Data analysis was carried out qualitatively through data reduction, data presentation, and conclusion drawing based on the relationship between positive legal provisions and the actual conditions in the field.

The findings indicated that Batik Pring Sedapur possessed distinctive characteristics, traditional reputation, and a strong linkage between product quality and geographical factors, making it highly eligible for Geographical Indication protection. GI protection provided legal benefits in the form of exclusive rights and safeguards against counterfeiting, as well as economic benefits including increased product value, wider market access, and strengthened artisan organizations. The study also found several obstacles, such as the absence of a strong applicant institution, limited awareness among artisans, incomplete administrative requirements, insufficient support from the local government, and the strict verification process of GI registration. These obstacles could be addressed through strengthening the MPIG institution, providing technical assistance, offering training for preparing the GI description document, and reinforcing artisan organizations to meet both substantive and administrative requirements for the GI registration of Batik Pring Sedapur.

Keywords: *Legal Protection, Geographical Indications, Batik Pring Sedapur, Intellectual Property, Local Governmen.*

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