

An official Geographical Indication (GI) logo must act as a national identifier differentiating one's highly differentiated GI products to others upon promotion in market places. When affixed on to the product packaging and labelling, the official Indonesian GI logo also has a role to guarantee the authenticity of the GIs and thus provides protection for the legitimate producers, users and the consumers. MoLHR Reg. No. 29 Year 2013 requires the official logo to be affixed onto the left-hand side of every packaging that contains authentic GI products as well as on other promotional media.

The research looks into the effectiveness of the regulation by first inspecting the application and implementation in practice, understands the control function behind the logo and then it learns from EU PDO/PGI best practice in the branding and promotion of the union symbol. To do so, interviews with GI rights holders, GI Users and investigation on online and offline market places were undertaken. Consultations with the officers at the DGIP of the Ministry of Law and Human Rights as the controlling authority were conducted as part of the researcher's role supporting Indonesian government in promoting GIs through ARISE Plus Indonesia technical assistance project strengthening EU-Indonesia trade competitiveness.

Results suggested that the regulation has not been effective due to lack of awareness, control function and branding guidelines to use logo. Due to its ineffectiveness in promoting local agri-food products, legal protection could not have been maximised let alone the prospects of GI for its local economies.

Keywords: Geographical Indication, Branding, Logo, International Trade.

Logo resmi Indikasi Geografis (IG) harusnya berperan sebagai identitas nasional membedakan produk suatu negara dengan produk lain saat dipromosikan di pasar global. Ketika ditempelkan pada kemasan dan pelabelan produk, logo resmi IG Indonesia juga berperan sebagai jamin keaslian IG dan dengan demikian memberikan perlindungan bagi produsen dan pemakai yang sah serta konsumen. Permenkumham No. 29 Tahun 2013 mewajibkan penempatan logo resmi pada sisi kiri setiap kemasan yang memuat produk IG asli dan serta pada media promosi lainnya.

Penelitian memeriksa efektivitas peraturan dengan terlebih dahulu menginvestigasi penerapan dan implementasi dalam praktiknya, memahami fungsi pengendalian logo dan kemudian mengaplikasikan praktik terbaik branding dan promosi simbol PDO/PGI Uni Eropa. Selama penelitian dilakukan wawancara dengan pemegang hak atas GI, Pemakai GI dan pengecekan terhadap pasar online dan offline. Konsultasi dengan pejabat DitJen KI c.q. Kementerian Hukum dan Hak Asasi Manusia sebagai pihak pengendali logo dilakukan sebagai bagian dari peran peneliti membantu pemerintah Indonesia dalam mempromosikan IG melalui program bantuan teknis kerjasama ARISE Plus Indonesia memperkuat daya saing perdagangan UE-Indonesia.

Hasil penelitian menunjukkan bahwa peraturan tersebut belum efektif karena kurangnya pengetahuan tentang IG, fungsi pengendalian, dan panduan branding pemakaian logo. Akibat dari ketidak-efektifannya dalam mempromosikan produk pertanian pangan lokal, perlindungan terhadap IG belum bisa dimaksimalkan prospek peran IG terhadap ekonomi lokal.

Kata kunci: Indikasi Geografis, Branding, Logo, Perdagangan International.