

ABSTRAK

Kampung Batik Jetis di Kabupaten Sidoarjo merupakan salah satu pusat pengrajin batik tulis yang memiliki kekhasan motif tersendiri. Namun, seiring perkembangan zaman, seni batik tulis di daerah ini menghadapi tantangan berupa persaingan pasar dan risiko penjiplakan motif. Penelitian ini bertujuan untuk mengeksplorasi potensi pendaftaran merek kolektif terhadap seni motif batik tulis di Kampung Batik Jetis sebagai upaya perlindungan hukum dan peningkatan daya saing produk. Dengan pendekatan kualitatif, penelitian ini mengumpulkan data melalui wawancara mendalam dengan para pengrajin, pengelola Kampung Batik Jetis, serta pihak terkait lainnya. Hasil penelitian menunjukkan bahwa pendaftaran merek kolektif dapat memberikan perlindungan hukum terhadap motif batik tulis khas Kampoeng Batik Jetis, mencegah terjadinya penjiplakan, dan memperkuat identitas produk di pasar. Selain itu, merek kolektif juga berpotensi meningkatkan nilai tambah ekonomi bagi pengrajin dan mendukung keberlanjutan industri batik tulis di daerah tersebut. Namun, diperlukan sosialisasi dan pelatihan terkait prosedur dan manfaat pendaftaran merek kolektif kepada para pengrajin agar mereka memahami dan mampu mengimplementasikannya. Penelitian ini menyimpulkan bahwa pendaftaran merek kolektif merupakan langkah strategis yang perlu dipertimbangkan oleh pengrajin batik tulis di Kampung Batik Jetis untuk melindungi dan mengembangkan warisan budaya lokal.

KATA KUNCI : Pendaftaran Merek, Merek Kolektif, Kampung Batik Jetis

ABSTRACT

Jetis Batik Village in Sidoarjo Regency is a center for hand-written batik craftsmen which has its own unique motifs. However, as time goes by, the art of hand-written batik in this area faces challenges in the form of market competition and the risk of pattern plagiarism. This research aims to explore the potential for collective brand registration of hand-written batik motif art in Jetis Batik Village as an effort to protect the law and increase product competitiveness. Using a qualitative approach, this research collected data through in-depth interviews with craftsmen, Jetis Batik Village managers, and other related parties. The research results show that collective brand registration can provide legal protection for the typical written batik motifs of Kampung Batik Jetis, prevent plagiarism, and strengthen product identity in the market. Apart from that, collective brands also have the potential to increase economic added value for craftsmen and support the sustainability of the hand-written batik industry in the area. However, socialization and training regarding the procedures and benefits of collective brand registration are needed for craftsmen so that they understand and are able to implement it. This research concludes that collective brand registration is a strategic step that needs to be considered by batik craftsmen in Jetis Batik Village to protect and develop cultural heritage local

KEYWORDS : . Trademark Registration, Collective Mark, Kampoeng Batik Jetis