

Strengthening Sustainable Entrepreneurship Through Trademark Legal Protection and Human Resource Management

Septi Indrawati*, Itsna Iftayani, Susi Widjajani

Universitas Muhammadiyah Purworejo, Purworejo, Indonesia

*Corresponding author email: septi@umpwr.ac.id

Abstract

The programme was initiated in response to the low level of legal awareness among business actors regarding trademark registration and the suboptimal management of human resources in business operations. These conditions potentially create legal vulnerability and managerial inefficiency that may affect business sustainability. This program aimed to enhance the knowledge and capacity of business actors in trademark legal protection and human resource management as strategic instruments for sustainable business development. The program employed an educative-participatory approach through legal counselling, management training sessions, interactive discussions, and administrative assistance. The trademark protection material was delivered in accordance with Law Number 20 of 2016 concerning Trademarks and Geographical Indications, particularly emphasizing the constitutive (first to file) principle in the trademark registration system. The results indicate an increased understanding among participants regarding the urgency of trademark registration as a form of intangible asset protection, as well as improved awareness of the importance of organizational structure, task division, and standard operating procedures in business management. Overall, the GERATAMA program produced an integrative legal-economic empowerment model by combining legal strengthening and managerial capacity building. This model contributes to the development of entrepreneurship that is economically

Submitted:

April 14, 2026

Accepted:

May 12, 2026

Published:

June 30, 2026

This work is licensed
under a Creative
Commons Attribution-
NonCommercial 4.0
International License

growing, legally secure, and professionally managed, and it holds potential for replication in other community-based business groups with similar characteristics.

Keywords

Trademark Legal Protection, Human Resource Management, Muhammadiyah Business Association

Abstrak

Kegiatan pengabdian dilatarbelakangi oleh rendahnya kesadaran hukum pelaku usaha terhadap pentingnya pendaftaran merek serta belum optimalnya tata kelola sumber daya manusia dalam pengelolaan usaha. Kondisi tersebut berpotensi menimbulkan kerentanan hukum dan inefisiensi manajerial yang berdampak pada keberlanjutan usaha. Kegiatan ini bertujuan untuk meningkatkan pemahaman dan kapasitas pelaku usaha dalam perlindungan hukum merek serta penguatan manajemen sumber daya manusia sebagai strategi pengembangan usaha yang berkelanjutan. Metode yang digunakan adalah pendekatan edukatif-partisipatif melalui penyuluhan hukum, pelatihan manajemen, diskusi interaktif, serta pendampingan administratif. Materi perlindungan merek disampaikan berdasarkan ketentuan Undang-Undang Nomor 20 Tahun 2016 tentang Merek dan Indikasi Geografis, khususnya terkait prinsip konstitutif (first to file) dalam sistem pendaftaran merek. Hasil kegiatan menunjukkan adanya peningkatan pemahaman peserta mengenai urgensi pendaftaran merek sebagai bentuk perlindungan aset tidak berwujud serta meningkatnya kesadaran akan pentingnya struktur organisasi, pembagian tugas, dan penyusunan standar operasional prosedur dalam pengelolaan usaha. Secara keseluruhan, kegiatan GERATAMA menghasilkan model pemberdayaan hukum-ekonomi yang integratif dengan menggabungkan penguatan aspek legal dan manajerial. Model ini berkontribusi dalam menciptakan wirausaha yang tumbuh secara ekonomi, aman secara hukum, dan profesional dalam tata kelola, serta berpotensi direplikasi pada komunitas usaha lain dengan karakteristik serupa.

Kata Kunci

Perlindungan Hukum Merek, Manajemen Sumber Daya Manusia, Serikat Usaha Muhammadiyah

Introduction

The growth of the business world in the era of globalization requires every business actor to be able to compete not only economically¹, but also in terms of legal aspects and human resource (HR) management. A sustainable business cannot be separated from legal protection of its products and professional HR management.²

The Muhammadiyah Business Association (*Serikat Usaha Muhammadiyah/SUMU*) of Purworejo is an inclusive community forum for business owners and practitioners in Purworejo Regency. SUMU's members consist of various types of business actors, such as those engaged in food and beverages, batik, handicrafts, and others. These business actors are committed to advancing and developing together. To achieve this goal, SUMU carries out various activities, including training in product processing, packaging, and marketing. Some of SUMU Purworejo's products can be seen in the following figures.



Figure 1. SUMU Purworejo's products

The main purpose of the various activities carried out by SUMU Purworejo is to encourage the development of its members' businesses. In practice, however, various obstacles still hinder business optimization, particularly in terms of legal aspects and HR management.

¹ Nur Hasanatul Faizah and Mohammad Syaiful Suib, "UMKM Dalam Persaingan Di Era Globalisasi Ekonomi (Studi Di UKM Hunay Probolinggo)," *Upajiwa Dewantara* 3, no. 2 (2019): 127–35.

² Paroli Paroli, "Optimalisasi Kompetensi Manajemen SDM Bagi Pelaku Usaha Desa Rancasalak Untuk Meningkatkan Daya Saing Lokal," *Jurnal Pengabdian Kepada Masyarakat Nusantara* 6, no. 1 (2025): 2025.

One important legal aspect for business actors relates to trademarks.³ A trademark plays a strategic role as an identity that distinguishes one product from another. Furthermore, a trademark also functions to provide legal protection for the product.⁴ Legal protection for a trademark can only be obtained through the registration process at the Directorate General of Intellectual Property (DJKI). However, most business actors within SUMU still neglect trademark registration, leaving their products vulnerable to imitation, counterfeiting, and legal disputes.⁵

On the other hand, in terms of HR management, limited human resources have resulted in the absence of business governance. This is often seen as a lower priority.⁶ Many business actors focus more on production and marketing, while HR management is considered less important.⁷ In fact, human resources are a primary asset that directly affects productivity, service quality, and business sustainability.⁸

In this context, training on trademark registration and business governance is very important for SUMU Purworejo's business actors. Through this training, business actors will gain a practical understanding of the procedures, benefits, and urgency of trademark legal protection. Meanwhile, the implementation of business governance can increase the

³ Septi Indrawati and Budi Setiawan, "Penyuluhan Kesadaran Hukum Perlindungan Produk UMKM Di Kabupaten Kebumen Melalui Pendaftaran Merek," *Surya Abdimas* 4, no. September (2020): 37–43.

⁴ Dewi Puspa Arum et al., "Pemberdayaan Usaha Mikro Melalui Identitas Merek Dan Strategi Digital Marketing Pada UMKM Nasi Bakar Di Kelurahan Kepanjen Kidul Kota Blitar," *Jurnal Pengabdian Masyarakat Indonesia* 2, no. 2 (2023): 13–26, <https://doi.org/10.55606/jpmi.v2i2.1759>.

⁵ Detya Anggraeni et al., "Pendaftaran Merek Sebagai Upaya Perlindungan Hukum Produk Usaha Mikro Kecil Menengah Di Kabupaten Karawang," *PERAHU (Penerangan Hukum)* 12, no. 2 (2024): 94–95.

⁶ Susi Widjajani, Ridwan Baraba, and Rifi Handayani, "Peran Karakteristik Wirausahawan Dan Kemampuan Usaha Terhadap Keberhasilan Usaha Di Masa Pandemi," *Jurnal Manajemen Maranatha* 21, no. 1 (2021): 25–34, <https://doi.org/10.28932/jmm.v21i1.4098>.

⁷ Siti Rahmawati Arifin and Rudy Haryanto, "Peran Manajemen Sumber Daya Manusia Melalui Usaha Mikro Kecil Dan Menengah Untuk Penguatan Ekonomi," *Kinerja* 18, no. 3 (2021): 425–30.

⁸ Rita Haironi, "Pemberdayaan Masyarakat Melalui Pelatihan Manajemen Sdm Untuk Pengembangan Usaha Kecil Dan Menengah (UKM)," *COMSEP: Jurnal Pengabdian Kepada Masyarakat* 6, no. 1 (2025): 67–74, <https://doi.org/https://doi.org/10.54951/comsep.v6i1.873>.

awareness and skills of business actors in managing their workforce more effectively, from planning and development to improving performance quality.⁹

Based on this background, this community service activity is needed to examine in depth the level of business actors' awareness of trademark protection, how business management practices are carried out, and the extent of the training needs in both areas. The results of this activity are expected to provide a real picture of business conditions within SUMU, as well as serve as a basis for formulating strategies to strengthen legal protection and business governance through a targeted and sustainable training program.

Method

The stages of implementing the PkM (community service) activity can be seen in the following figure.

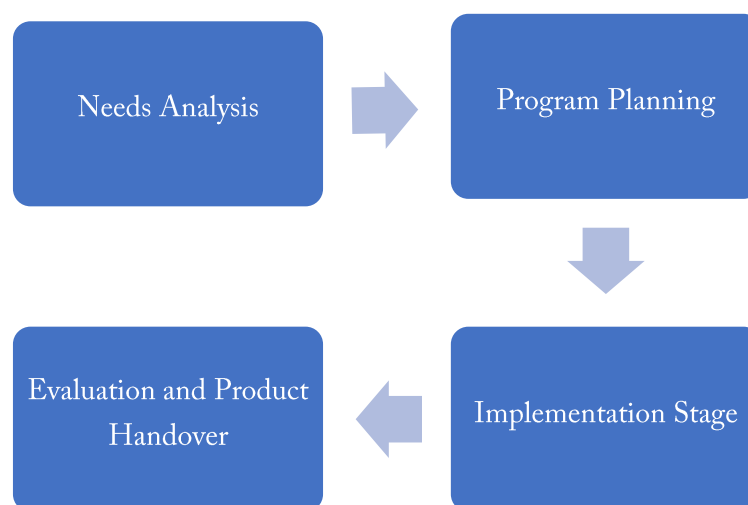


Figure 4. Flow of Community Service Program Implementation

The activities carried out at each stage are as follows:

Needs Analysis

At the needs analysis stage, the activities carried out are:

⁹ Cahyana Nursidiq and Itsna Iftayani, "Pendampingan Manajemen Usaha Guna Mewujudkan Pemulihan Ekonomi Kelompok Wanita Tani Di Masa Pandemi," *Prosiding Konferensi Nasional Pengabdian Kepada Masyarakat Dan Corporate Social Responsibility (PKM-CSR)* 4, no. 1 (2021): 1234–40, <https://doi.org/10.37695/pkmcsr.v4i0.1157>.

- a. Identifying the needs for implementing the program, namely what is required for the PkM activity.
- b. Planning and scheduling the PkM activity so that it can run smoothly.
- c. Developing instruments needed to collect supporting data as data-collection tools.
- d. The partner's role at this stage is to provide data and information related to activities that have been carried out and to give input on the planned activities.

Program Planning

At the program planning stage, the activities carried out are:

- a. Planning the scheme for training on trademark registration and legal protection as well as simple business governance at the Muhammadiyah Business Association of Purworejo.
- b. Planning the preparation of a module as a guide for participants in the trademark registration and simple business governance training.
- c. Planning the form of evaluation for the trademark registration and simple business governance training activity.
- d. The partner's role in this activity is to provide input on the program planning being carried out.

Implementation Stage

At the implementation stage, the activities carried out are:

- a. Preparing a training guide module on trademark registration and simple business governance.
- b. Holding the trademark registration training and forming a simple business governance team at the Muhammadiyah Business Association of Purworejo.
- c. The partner's role in this activity is to participate in the trademark registration and simple business governance activities.

Evaluation and Product Handover

At the evaluation and product handover stage, the activities carried out are:

- a. Conducting an evaluation together with the partner regarding the trademark registration and simple business governance training activities.
- b. Handing over the trademark registration guide module and the decree (SK) establishing the simple business governance team to the partner.
- c. The partner's role in this activity is to provide input and evaluation of the activities that have been carried out.

Results and Discussion

The GERATAMA activity (Entrepreneurship Growth and Security Movement through Trademark Legal Protection and Human Resource Management Training) was carried out in February 2026 with SUMU Purworejo as partner. This activity found that the main problem faced by business actors was not in the production and marketing aspects, but in the weak awareness of trademark law and the still-suboptimal governance of human resources. The partner's initial condition showed that most business units had used a name and logo as their trade identity but did not yet understand that exclusive rights to a trademark are only obtained through registration. The educational activities for partners related to GERATAMA can be seen in the following figures.



Figure 5. Presentation and Discussion

Strengthening Trademark Legal Protection

In the context of intellectual property, trademark protection is a state instrument to guarantee the exclusive rights of its owner. The provisions of Law Number 20 of 2016

concerning Trademarks and Geographical Indications affirm that trademark rights are obtained through a constitutive system (first to file). This means that legal protection only arises after registration has been carried out.¹⁰

Initial findings show that most participants had used a name and logo as their trade identity but did not yet understand the legal consequences if the trademark was not registered. From the perspective of the theory of legal certainty, this condition places business actors in a position vulnerable to disputes, piracy, and loss of priority rights.¹¹

Through the GERATAMA activity, there was a transformation in understanding that a trademark is not merely a commercial identity but is a legal asset with economic value that can serve as a market differentiation instrument. The administrative assistance provided not only improved legal literacy but also encouraged concrete action in the form of preparing trademark registration documents. This shows that legal education-based interventions are able to bridge the gap between legal norms and business practices at the grassroots level.

Economic Empowerment

Empowerment aims to increase the capacity of individuals or groups so that they are able to control resources and determine the direction of their own development.¹² In this activity, trademark legal protection is positioned as an empowerment instrument because it provides legal control over business identity.

The GERATAMA activity not only transfers knowledge but also builds critical awareness of the importance of legality in strengthening business actors' bargaining position. By having

¹⁰ Septi Indrawati and Wahyu Teguh Prasetyo, "Perlindungan Hukum Produk Usaha Kecil Melalui Pendaftaran Merek (Studi Produk Usaha Kecil Di Kecamatan Purworejo)," *Amnesti: Jurnal Hukum* 5, no. 1 (2023): 151–59, <https://doi.org/https://doi.org/10.37729/amnesti.v5i1.4174>.

¹¹ Cherry Fajrini Rafli and Rani Apriani, "Perlindungan Hukum Terhadap Pemilik Merek Atas Pemalsuan Merek Oleh Pelaku Usaha Melalui Transaksi Perdagangan Elektronik (E-Commerce)," *Jurnal Ilmiah Wahana Pendidikan* 8, no. 22 (2022): 181–90, <https://doi.org/https://doi.org/10.5281/zenodo.7325175>.

¹² Hamsal et al., "Pelatihan Pengelolaan SDM Di Era Digital Pada UMKM Di Desa Tanah Merah," *IJTIMA': Jurnal Pengabdian Masyarakat* 1, no. 1 (2023): 27–32, <https://doi.org/https://doi.org/10.25299/ijtima.2024.16768>.

a registered trademark, business actors gain formal legitimacy that increases their credibility with consumers, business partners, and financial institutions. Trademark protection thus functions as a tool for socio-economic transformation that strengthens business independence.¹³

Strengthening HR Management

Beyond the legal aspect, the initial evaluation showed that most businesses were managed informally, with unclear division of tasks and the absence of standard operating procedures (SOPs). From the perspective of management theory, particularly the management functions (planning, organizing, actuating, and controlling), structure and work systems are prerequisites for organizational efficiency.¹⁴

HR management training within GERATAMA was directed at developing a simple organizational structure, dividing work functions, and formulating basic SOPs. This approach is in line with competency-based management theory, which emphasizes the importance of matching tasks to individual capacity.

The results show a shift in business management patterns from an informal, family-based model toward a more structured system. Participants began to understand that professionalizing internal governance would affect product quality consistency, work efficiency, and long-term business sustainability.

Integration of Legal Protection and Governance as an Intervention Model

An important finding of this activity is that trademark legal protection and strengthened HR management cannot be separated. Legal protection provides external security, while HR management provides internal stability. The integration of the two produces a

¹³ Taufan Syahyudha Aziz and Didit Darmawan, "Perlindungan Dan Penegakan Hukum Terhadap Pemalsuan Merek Terkenal Yang Terjadi Di Marketplace," *Ebis: Jurnal Ekonomi Dan Bisnis* 14, no. 2 (2024): 12–18.

¹⁴ Fiqih Maria Rabiatal Hariroh et al., "Optimalisasi Kinerja Bisnis Melalui Pendampingan Manajemen SDM Dan Legalitas," *Ekspresi: Publikasi Kegiatan Pengabdian Indonesia* 1, no. 3 (2024): 01–07, <https://doi.org/10.62383/ekspresi.v1i3.214>.

comprehensive and contextual intervention model for strengthening community-based businesses.

Conceptually, GERATAMA shows that a multidimensional approach combining normative (regulatory), educational (legal literacy), and managerial (organizational strengthening) aspects is more effective than partial intervention. This model can be replicated in other business communities with similar characteristics.

Impact and Implications

Substantively, this activity produced the following:

- a. Increased legal awareness of the importance of trademark registration;
- b. Administrative readiness for submitting trademark registration applications;
- c. Improvement in the structure of business HR management;
- d. A shift in mindset from a traditional business approach toward one based on legality and professionalism.

As a result, GERATAMA not only contributed to increasing the individual capacity of business actors but also strengthened the entrepreneurial ecosystem based on community organizations. This activity thus represents a legal-economic empowerment model oriented toward business growth that is secure, competitive, and sustainable.

Conclusion

The GERATAMA activity at SUMU Purworejo shows that sustainable business strengthening requires the integration of legal protection and the professionalization of internal governance. Increased awareness among business actors of the importance of trademark registration, in line with the constitutive principle in Law Number 20 of 2016 concerning Trademarks and Geographical Indications, has shifted their understanding that a trademark is not merely a trade identity but a legal asset with economic and strategic value. On the other hand, human resource management training encourages the transformation of business management from an informal system toward more structured governance, through the division of work functions and the preparation of standard operating procedures. The

synergy between these two aspects forms a comprehensive and contextual legal-economic empowerment model for strengthening community-based MSMEs. Based on these findings, further assistance is needed until the trademark registration stage secures formal protection, along with consistent strengthening of business management implementation through periodic evaluation. Similar programs are also recommended for replication in other business communities with collaborative support from the government and related stakeholders, so as to create an entrepreneurial ecosystem that not only grows economically but is also legally secure and professionally managed.

References

- Anggraeni, Detya, Tiara Anisa Bagusti, Rendy Yudas Prawira, and Yahya Nazzala Romadhon. "Pendaftaran Merek Sebagai Upaya Perlindungan Hukum Produk Usaha Mikro Kecil Menengah Di Kabupaten Karawang." *PERAHU (Penerangan Hukum)* 12, no. 2 (2024): 94–95.
- Arifin, Siti Rahmawati, and Rudy Haryanto. "Peran Manajemen Sumber Daya Manusia Melalui Usaha Mikro Kecil Dan Menengah Untuk Penguatan Ekonomi." *Kinerja* 18, no. 3 (2021): 425–30.
- Aziz, Taufan Syahyudha, and Didit Darmawan. "Perlindungan Dan Penegakan Hukum Terhadap Pemalsuan Merek Terkenal Yang Terjadi Di Marketplace." *Ebis: Jurnal Ekonomi Dan Bisnis* 14, no. 2 (2024): 12–18.
- Dewi Puspa Arum, Ananda Nabila Laraswari, Alifah Rizky Wiyanti, Cita Devi Ainaya, Devi Khoiriyah, Farras Dewi Yuanita, and Junita Pramita Sari. "Pemberdayaan Usaha Mikro Melalui Identitas Merek Dan Strategi Digital Marketing Pada UMKM Nasi Bakar Di Kelurahan Kepanjen Kidul Kota Blitar." *Jurnal Pengabdian Masyarakat Indonesia* 2, no. 2 (2023): 13–26. <https://doi.org/10.55606/jpmi.v2i2.1759>.
- Faizah, Nur Hasanatul, and Mohammad Syaiful Suib. "UMKM Dalam Persaingan Di Era Globalisasi Ekonomi (Studi Di UKM Hunay Probolinggo)." *Upajiwa Dewantara* 3, no. 2 (2019): 127–35.
- Haironi, Rita. "Pemberdayaan Masyarakat Melalui Pelatihan Manajemen Sdm Untuk Pengembangan Usaha Kecil Dan Menengah (UKM)." *COMSEP: Jurnal Pengabdian Kepada Masyarakat* 6, no. 1 (2025): 67–74.

<https://doi.org/https://doi.org/10.54951/comsep.v6i1.873>.

- Hamsal, Hidayat, Saiful, and Imam Hanafi. "Pelatihan Pengelolaan SDM Di Era Digital Pada UMKM Di Desa Tanah Merah." *IJTIMA': Jurnal Pengabdian Masyarakat* 1, no. 1 (2023): 27–32. <https://doi.org/https://doi.org/10.25299/ijtima.2024.16768>.
- Indrawati, Septi, and Wahyu Teguh Prasetyo. "Perlindungan Hukum Produk Usaha Kecil Melalui Pendaftaran Merek (Studi Produk Usaha Kecil Di Kecamatan Purworejo)." *Amnesti: Jurnal Hukum* 5, no. 1 (2023): 151–59. <https://doi.org/https://doi.org/10.37729/amnesti.v5i1.4174>.
- Indrawati, Septi, and Budi Setiawan. "Penyuluhan Kesadaran Hukum Perlindungan Produk UMKM Di Kabupaten Kebumen Melalui Pendaftaran Merek." *Surya Abdimas* 4, no. September (2020): 37–43.
- Maria Rabiatul Hariroh, Fiqih, Filda Rahmiati, Novi Fitria Hermiati, and Sesri Sellina. "Optimalisasi Kinerja Bisnis Melalui Pendampingan Manajemen SDM Dan Legalitas." *Ekspresi : Publikasi Kegiatan Pengabdian Indonesia* 1, no. 3 (2024): 01–07. <https://doi.org/10.62383/ekspresi.v1i3.214>.
- Nursidiq, Cahyana, and Itsna Iftayani. "Pendampingan Manajemen Usaha Guna Mewujudkan Pemulihan Ekonomi Kelompok Wanita Tani Di Masa Pandemi." *Prosiding Konferensi Nasional Pengabdian Kepada Masyarakat Dan Corporate Social Responsibility (PKM-CSR)* 4, no. 1 (2021): 1234–40. <https://doi.org/10.37695/pkmcsr.v4i0.1157>.
- Paroli, Paroli. "Optimalisasi Kompetensi Manajemen SDM Bagi Pelaku Usaha Desa Rancasalak Untuk Meningkatkan Daya Saing Lokal." *Jurnal Pengabdian Kepada Masyarakat Nusantara* 6, no. 1 (2025): 2025.
- Rafli, Cherry Fajrini, and Rani Apriani. "Perlindungan Hukum Terhadap Pemilik Merek Atas Pemalsuan Merek Oleh Pelaku Usaha Melalui Transaksi Perdagangan Elektronik (E-Commerce)." *Jurnal Ilmiah Wahana Pendidikan* 8, no. 22 (2022): 181–90. <https://doi.org/https://doi.org/10.5281/zenodo.7325175>.
- Widjajani, Susi, Ridwan Baraba, and Rifi Handayani. "Peran Karakteristik Wirausahawan Dan Kemampuan Usaha Terhadap Keberhasilan Usaha Di Masa Pandemi." *Jurnal Manajemen Maranatha* 21, no. 1 (2021): 25–34. <https://doi.org/10.28932/jmm.v21i1.4098>.