

Analysis of Public Policy of The Ministry of Law and Human Rights of West Kalimantan in Encouraging Trademark Registration

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ABSTRACT

Trademark registration plays a crucial role in protecting businesses and helping to create healthy and fair businesses. Through public policy, the government is responsible for ensuring that trademark protection is accessible and utilized by the public, particularly businesses. This article examines how policies implemented by the Ministry of Law, specifically the West Kalimantan Regional Office of the Ministry of Law, encourage businesses to register their trademarks as a form of legal protection and to strengthen the regional economy. This research uses a qualitative approach with public policy analysis and legal effectiveness theory to determine whether existing policies are running according to their objectives and meet real-world conditions. The study results indicate that the West Kalimantan Ministry of Law and Human Rights has undertaken various efforts, such as outreach, mentoring, and facilitation of trademark registration in accordance with Law Number 20 of 2016 concerning Trademarks and Geographical Indications. These efforts have been quite effective for businesses directly involved in government programs, particularly fostered MSMEs. However, this policy has not been widely recognized due to low legal awareness, economic constraints, and the public's perception that trademark registration is not yet a necessary necessity. Therefore, a strengthened state role, more integrated policies, and cross-sectoral collaboration are needed to ensure a more effective and sustainable trademark registration policy.

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1. INTRODUCTION

Trademark registration is a crucial instrument in the intellectual property rights legal protection system, particularly for businesses (Nur, 2024) . Trademarks not only serve as distinguishing features for products or services but also serve as legal identities with economic and strategic value (Nardo, Yuliana, & Ratnasari, 2024) . Within the context of a state governed by the rule of law, trademark

protection is part of the state's responsibility to ensure legal certainty, justice, and protection of the public interest (Marthalia & Sipayung, 2022). Therefore, public policy in the area of trademark registration plays a significant role in supporting a healthy business climate and preventing trademark infringement and disputes.

Data shows that the level of trademark registration in Indonesia, particularly among micro, small, and medium enterprises (MSMEs), is still relatively low compared to the total number of existing businesses (Kirana & Hadi, 2019). This condition is caused by various factors, such as low legal awareness, limited access to information, and the perception that trademark registration has no direct urgency for business continuity. At the regional level, including in West Kalimantan, this challenge has become a particular concern for the Ministry of Law and Human Rights (Kemenkumham) as the agency authorized to organize trademark registration. This situation demands the existence of public policies that are not only administrative, but also proactive in encouraging public participation in registering their trademarks (Admin, 2025).

Several previous studies have discussed the role of the government and the Ministry of Law and Human Rights in brand protection. Fransisko Giawa and Janpatar Simamora highlight the role of the Ministry of Law and Human Rights in evaluating and implementing policies for the protection of registered brands, with a focus on aspects of supervision and law enforcement (Giawa & Simamora, 2024). Meanwhile, Iqbal Nuriswandi, in his study on trademark legal protection through the Ministry of Law and Human Rights, emphasizes the role of the state in the trademark cancellation process as a form of legal protection (Nuriswandi & Amanda, 2025). Belardo Prasetya Mega Jaya's research discusses government policies related to brands in providing legal protection for MSMEs, while Fatmawati and Aminah emphasize legal protection of brands for MSMEs in Indonesia in a normative manner (Jaya, 2022).

Although these studies have made important contributions, there are still gaps in the research that have not been widely discussed, particularly regarding the analysis of the Ministry of Law and Human Rights' public policies at the regional level in encouraging trademark registration. Previous studies generally focus on the protection of registered trademarks or on the normative aspects of trademark law, while analysis of how public policies are designed, implemented, and evaluated to increase trademark registration has not been widely studied specifically, especially in the context of regions such as West Kalimantan.

Based on this, this study aims to analyze the public policy of the Ministry of Law and Human Rights of West Kalimantan in promoting trademark registration. The study focuses on the role of the Ministry of Law and Human Rights as a public policy implementer, the strategies used in promoting trademark registration, and the effectiveness of these policies in increasing public awareness and participation. Therefore, this research is expected to provide theoretical contributions to public policy studies and practical recommendations for strengthening trademark registration policies at the regional level.

2. METHODS

This study uses a qualitative approach with a library research type. The qualitative approach was chosen to understand and analyze public policy in depth, especially the trademark registration policy implemented by the Ministry of Law, especially the West Kalimantan Regional Office of the Ministry of Law. The data sources used in this study are secondary data, obtained from laws and regulations, especially Law Number 20 of 2016 concerning Trademarks and Geographical Indications, policy documents, official reports from related agencies, as well as scientific literature in the form of books, journal articles, and previous research results relevant to the topic of trademark registration and public policy. The data were analyzed descriptively-analytically using a public policy analysis framework and legal effectiveness theory to draw conclusions regarding the effectiveness of trademark registration policies in West Kalimantan.

3. FINDINGS AND DISCUSSION

Public Policy on Trademark Registration as an Instrument of Legal Protection

In public policy studies, policy is essentially understood as any action or decision taken by the government to address public issues. Thomas R. Dye defines public policy as *whatever governments choose to do or not to do*, namely the choice of government actions in responding to societal needs. In the context of trademark registration, public policy exists as a state effort to regulate, protect, and guarantee legal certainty regarding the use of trademarks in economic activities. Brands are no longer viewed solely as a private interest of business actors, but have become part of the public interest because they are directly related to consumer protection, fair business competition, and economic stability (Jaya, 2022).

Trademark registration is relevant to public policy because, without state intervention, it would be difficult to achieve fair trademark protection. The government, through the Ministry of Law and Human Rights, is mandated to implement a trademark registration system that is structured, transparent, and accessible to the public (Wizna). Gania Balqiz, 2021). In this case, trademark registration is not merely an administrative procedure, but rather a policy instrument designed to prevent conflict, reduce trademark piracy practices, and provide legal certainty for business actors. Thus, trademark registration is a concrete manifestation of the state's presence in regulating the law-based economic sector (Agung Sujatmiko, 2011).

Furthermore, trademark registration can be understood as a form of state intervention to protect the public interest. This intervention aligns with the state's role as a protector of citizens' rights and a guarantor of social justice. Without a state-managed registration system, trademarks would be vulnerable to abuse, particularly by parties with greater capital and legal access (Anwar, Aulia, Arisma, & Putra, 2024). Through trademark registration policies, the state seeks to create a balance between the interests of large businesses and MSMEs, ensuring that legal protection is not limited to a select group.

State intervention in trademark registration also serves as a preventative mechanism. By registering trademarks early, the potential for future disputes can be minimized. This aligns with the goal of public policy, which is not merely repressive but also preventative. The government does not wait for trademark conflicts to arise before acting, but rather encourages the public to protect their trademarks from the outset through the registration system. In this context, trademark registration policy is part of the state's strategy to establish legal order in the economic sector.

In terms of legal certainty, trademark registration plays a crucial role for businesses (Sujito & Agustavada, 2025). Indonesia's trademark legal system adheres to *the first-to-file principle*, meaning trademark rights are obtained after registration. This principle emphasizes that legal protection is not granted solely through trademark use, but through legal recognition from the state through registration. Therefore, trademark registration is a key requirement for legal certainty (Hadiarianti, 2019). Without registration, businesses are at a disadvantage when disputes arise, lacking a strong legal basis to defend their rights.

Legal certainty through trademark registration also provides a sense of security for business owners in developing their businesses. A registered trademark grants its owner exclusive rights to use the trademark, prohibits others from using the same or similar trademark, and serves as a legal basis for enforcing rights. With this certainty, business owners can focus more on product development and marketing without worrying about their trademark being taken or claimed by others. From a public policy perspective, this supports the creation of a conducive and sustainable business climate.

In addition to providing legal certainty, trademark registration policies are also closely linked to strengthening the business climate and regional economy. Legally protected trademarks increase business confidence, encouraging innovation and market expansion. For regions like West Kalimantan, trademark protection holds strategic value, as many local products and MSMEs rely on

brand identity to compete in regional and national markets. When local trademarks are registered and protected, the region's economic potential can be optimally developed.

Trademark registration policies also contribute to increased regional competitiveness. Products with registered trademarks tend to be easier to promote, gain consumer trust, and have added economic value. This has a direct impact on local economic growth, job creation, and increased community income. Thus, trademark registration impacts not only individual businesses but also overall regional economic development.

Within the framework of public policy, trademark registration can be seen as part of a law-based economic development strategy. The state acts not only as a regulator but also as a facilitator, encouraging businesses to enter the formal legal system. Through trademark registration policies, the government strives to build a legal culture that recognizes the importance of protecting intellectual property rights. This legal culture is a crucial foundation for creating a just, orderly, and sustainable economic system (Mirfa, 2016).

From the above, it can be concluded that public policy on trademark registration is a crucial instrument for legal protection, business certainty, and strengthening regional economies. This policy emphasizes that trademark protection is not merely an administrative matter or a private matter, but rather part of the state's responsibility to protect the public interest and promote equitable economic development.

The Role and Authority of the West Kalimantan Ministry of Law and Human Rights in Trademark Registration Policy

The West Kalimantan Regional Office of the Ministry of Law is an extension of the Ministry of Law of the Republic of Indonesia at the provincial level, which functions to implement national legal policies in the region. This regional office is located at Jl. Karel Satsuit Tubun No. 26, Pontianak, West Kalimantan, and was officially established on December 4, 2024, based on Presidential Decree of the Republic of Indonesia Number 139 of 2024, which was later strengthened by Regulation of the Minister of Law of the Republic of Indonesia Number 2 of 2024 concerning the Organization and Work Procedures of the Regional Office of the Ministry of Law. The existence of this regional office is an important foundation for the implementation of legal services, including trademark registration policies, so that they can reach the public directly (Admin, 2023c).

As a technical implementing unit of the ministry in the region, the West Kalimantan Regional Office of the Ministry of Law and Human Rights holds a strategic position in bridging national legal policies with regional needs and characteristics. All its duties and authorities are implemented based on the policies of the Minister of Law and applicable laws and regulations. With this position, the West Kalimantan Regional Office of the Ministry of Law and Human Rights not only carries out administrative functions but also acts as an implementer of public policy, dealing directly with the community as the policy targets (Admin, 2023d).

The geographic and socioeconomic conditions of West Kalimantan provide a unique context for the implementation of trademark registration policies. The province straddles the equator and shares a border with the State of Sarawak, East Malaysia, with several regencies located in the border region. Cross-border trade activities and the diversity of local products make trademark protection a pressing need for businesses (Wikipedia, 2025). In this context, the presence of the West Kalimantan Regional Office of the Ministry of Law is crucial to ensuring legal certainty for trademarks used by businesses in the region.

Organizationally, the West Kalimantan Regional Office of the Ministry of Law is led by a Regional Office Head who reports directly to the Minister of Law of the Republic of Indonesia. The Regional Office Head is assisted by the Legal Services Division, the Legislation and Legal Development Division, and the General Administration Division. This structure is designed to support the implementation of legal services, legal development, and administrative management in an integrated and sustainable manner.

With regard to trademark registration policy, the Legal Services Division plays a key role, particularly through the Intellectual Property Services Division. This division is responsible for trademark registration and recordation services, providing intellectual property legal information and consultation, and facilitating trademark protection for the public. Through this division, the West Kalimantan Regional Office of the Ministry of Law carries out both technical and strategic functions in promoting trademark registration as an instrument of legal protection.

The role and authority of the West Kalimantan Regional Office of the Ministry of Law and Human Rights in trademark registration policy extends beyond administrative services. The West Kalimantan Regional Office of the Ministry of Law and Human Rights also plays an active role in formulating and implementing various programs to raise public legal awareness. These programs include providing socialization and education on trademark law to businesses, particularly MSMEs, through seminars, workshops, and direct mentoring activities in the regions. This socialization aims to foster an understanding that trademarks are legal and economic assets that require protection from the outset through registration.

In addition to outreach, the West Kalimantan Regional Office of the Ministry of Law also facilitates trademark registration. This facilitation is provided through assistance with application submissions, assistance with the use of the electronic trademark registration system, and legal consultations regarding registration requirements and procedures (Admin, 2023e). This facilitating role is crucial given that many business actors still experience obstacles in accessing trademark registration services due to limited knowledge, technology, and resources.

From a public policy perspective, the West Kalimantan Regional Office of the Ministry of Law also plays a role as an educator. Through legal literacy and outreach activities, the Regional Office strives to foster a legal culture that recognizes the importance of trademark protection. This education not only explains procedural aspects but also emphasizes the long-term benefits of trademark registration for business sustainability. With this educational approach, it is hoped that the trademark registration policy will be accepted and implemented voluntarily by the public.

In addition, the West Kalimantan Regional Office of the Ministry of Law also plays a role as a legal protector. By ensuring that the trademark registration process complies with legal provisions, the Regional Office provides legal certainty for registered trademark owners. This protection provides the basis for trademark owners to enforce their rights in the event of future trademark infringement or disputes.

The implementation of the trademark registration policy in West Kalimantan is also supported by synergy between the West Kalimantan Regional Office of the Ministry of Law, the local government, and MSMEs. This collaboration allows the trademark registration policy to be integrated into regional economic development and empowerment programs. The local government plays a supportive role in business development, while the Ministry of Law and Human Rights provides legal protection. This synergy creates a more comprehensive policy approach that is oriented towards community needs.

Therefore, the role and authority of the West Kalimantan Regional Office of the Ministry of Law and Human Rights in trademark registration policy reflects the state's role as an implementer of public policy in the legal and economic fields. Through a clear institutional position, community-oriented programs, and synergy with various stakeholders, the West Kalimantan Regional Office of the Ministry of Law and Human Rights plays a key role in promoting trademark registration as an instrument of legal protection and strengthening the business climate in the region.

Implementation of Trademark Registration Policy and Challenges in West Kalimantan

The implementation of the trademark registration policy in West Kalimantan is essentially a continuation of the national intellectual property policy implemented by the West Kalimantan Regional Office of the Ministry of Law, which implements the policy in the region. During the implementation phase, this policy directly impacts the public, particularly micro, small, and medium

enterprises (MSMEs), cooperatives, and local businesses, which are the primary targets of trademark protection. Therefore, the policy's success is determined not only by written legal norms but also by the extent to which the policy is understood, accepted, and implemented by the public.

In practice, the implementation of trademark registration policies at the community level has demonstrated an active government effort to bring legal services closer to businesses. The West Kalimantan Regional Office of the Ministry of Law does not merely passively wait for trademark registration applications, but proactively engages directly with the community through various mentoring and outreach activities. This approach is crucial given the characteristics of MSMEs in West Kalimantan, which are largely focused on production and marketing activities, with a relatively limited understanding of the law.

One prominent form of policy implementation is intensive mentoring and outreach. Through this activity, the West Kalimantan Ministry of Law and Human Rights provides direct consultation and technical guidance to MSMEs, cooperatives, and other business actors regarding trademark registration procedures (Admin, 2023a). This assistance includes explanations of administrative requirements, the electronic application process, and the importance of trademark compliance with applicable legal standards. With this assistance, business actors not only receive technical assistance but are also encouraged to understand that trademark registration is part of a long-term business protection strategy.

In addition to technical assistance, the West Kalimantan Ministry of Law and Human Rights also implements various programs to raise public awareness of intellectual property, particularly trademarks. One well-known program is the brand awareness campaign and outreach program, using the "Brand Search" concept. This program aims to reach a wider audience, including those in areas that are geographically remote from service centers. Through this initiative, the government seeks to build an understanding that trademarks are not simply names or logos, but rather legal and economic assets that hold strategic value for business continuity.

The implementation of the trademark registration policy in West Kalimantan is also realized through facilitation of registration of various types of trademarks. The West Kalimantan Ministry of Law and Human Rights facilitates not only the registration of individual trademarks but also collective trademarks used by business communities or cooperatives. Furthermore, efforts are being made to encourage the registration of Geographical Indications (GI) for typical West Kalimantan commodities with economic potential and cultural value. This facilitation reflects a policy orientation that is not solely administrative, but also considers the development of regional potential through the protection of intellectual property law.

To strengthen policy implementation, the West Kalimantan Ministry of Law and Human Rights is also building cross-sector collaborations with various stakeholders. This synergy is being established with local governments, universities, and research and development institutions. Collaboration with universities, such as the Muhammadiyah University of Pontianak (UMP), and the regional Research and Development Agency (Balitbang) is aimed at building an innovation ecosystem and strengthening Intellectual Property Centers within universities. (Admin, 2023b) This collaboration is expected to expand the reach of trademark registration policy dissemination while improving the quality of legal assistance for business actors.

Another important aspect in the implementation of trademark registration policy is the emphasis on *the first to file principle*. (Alexander, 2022). Through various outreach activities, the West Kalimantan Ministry of Law and Human Rights consistently reminds business actors that trademark rights are granted to the party who first registers it, not to the party who first uses it. Emphasis on this principle is accompanied by education on the importance of first checking a trademark through the Intellectual Property Database (PDKI) before submitting an application. This is expected to help businesses avoid potential trademark disputes in the future.

Despite various implementation efforts, the trademark registration policy in West Kalimantan still faces several challenges. One of the main challenges is the low level of legal awareness among

some business actors. For some, trademark registration is still viewed as non-urgent or even unnecessary, especially for small businesses focused on meeting daily needs. This situation indicates that changing public legal behavior requires time and a sustainable approach (West Kalimantan, 2023) .

In addition to legal awareness, economic constraints also hinder policy implementation. Trademark registration fees, while relatively affordable, are still perceived as an additional burden for MSMEs. This perception is often reinforced by the uncertainty of the short-term benefits directly experienced by business owners. As a result, some business owners choose to delay or even abandon trademark registration, despite receiving outreach and assistance.

Another equally important challenge is the legal culture of society. In practice, there is still a widespread belief that continued use of a trademark is sufficient to provide protection, without the need for official registration. This legal culture has resulted in trademark registration policies not being fully internalized in the public mindset (Al- Arisy & Ar Rusyda , 2005) . This is where the role of the state as a legal educator becomes very important in building awareness that formal legal protection has an irreplaceable position.

This situation demonstrates a gap between policy objectives and the reality on the ground. On the one hand, the goal of trademark registration policy is to provide legal certainty and protect the interests of business actors, as expressly stipulated in Law Number 20 of 2016 concerning Trademarks and Geographical Indications, which emphasizes that legal protection is only granted to registered trademarks. However, on the other hand, reality shows that not all business actors are able or willing to optimally utilize these legal provisions. This gap does not merely reflect a policy failure, but rather illustrates the complexity of social, economic, and legal cultural factors within society that influence the level of compliance with trademark registration regulations in public policy practice.

Thus, the implementation of the trademark registration policy in West Kalimantan can be said to have been successful with active government support through various forms of outreach, mentoring, and facilitation. However, the success of this policy still requires ongoing strengthening, particularly in building legal awareness and a culture of trademark protection among business actors. The efforts made by the West Kalimantan Ministry of Law and Human Rights provide an important foundation, but they require continued refinement to achieve the policy's objectives more effectively and equitably.

Analysis of the Effectiveness of the West Kalimantan Ministry of Law and Human Rights' Policy in Encouraging Trademark Registration

The effectiveness of public policy can be measured not only by the existence of regulations or the number of programs implemented, but primarily by the extent to which the policy is able to work in practice and influence the behavior of the target community. In legal studies, policy effectiveness is also closely related to the effectiveness of the law itself. Therefore, to analyze the effectiveness of the West Kalimantan Ministry of Law and Human Rights policy in encouraging trademark registration, an approach that is not only administrative but also theoretical is required, specifically utilizing the theory of legal effectiveness.

One of the relevant theories used is the theory of legal effectiveness put forward by Soerjono Soekanto, which states that the effectiveness or ineffectiveness of a law is influenced by five main factors, namely: legal factors (rule substance), law enforcement factors, facilities and infrastructure factors, community factors, and legal culture factors (Soekanto, 1991) . This framework is important because the trademark registration policy is basically an implementation of trademark law that aims to change the behavior of society to comply with registration provisions.

Judging from the legal or substantive aspects of the regulations, the trademark registration policy implemented by the West Kalimantan Ministry of Law and Human Rights has a strong normative basis. Law Number 20 of 2016 concerning Trademarks and Geographical Indications explicitly adheres to the *first-to-file principle* , meaning legal protection is only granted to registered

trademarks. This legal substance provides clear legal certainty and legitimizes the state to encourage, and even direct, businesses to register their trademarks. Therefore, from a substantive legal perspective, this policy meets the requirements for effectiveness because it has clear, firm, and unambiguous regulations.

Furthermore, from a law enforcement perspective, in this context, the West Kalimantan Ministry of Law and Human Rights plays a role as both a policy implementer and a driver of public legal awareness. This role is realized through outreach activities, mentoring, consultation, and facilitation of trademark registration. Law enforcement is not merely understood as a repressive apparatus, but also as a policy actor carrying out educational and preventive functions. The institutional commitment of the West Kalimantan Ministry of Law and Human Rights in carrying out these functions indicates that law enforcement factors have relatively supported the effectiveness of trademark registration policies.

However, the effectiveness of law enforcement also depends heavily on the intensity and continuity of interaction with the public. Trademark registration policies tend to be more effective among business groups that have received direct and ongoing support. This demonstrates that the active presence of the state through its apparatus in the field is a crucial factor in encouraging legal compliance. When such interaction decreases, public compliance with policies also tends to decline.

The next factor is facilities and infrastructure. In recent years, the Ministry of Law and Human Rights has provided various supporting facilities for trademark registration, such as an online trademark registration system and access to the Intellectual Property Database (PDKI). These facilities theoretically facilitate public access to trademark registration services. However, in the context of West Kalimantan, geographical conditions and limited access to technology in some areas present challenges. This means that even though facilities are available, their utilization is not yet fully optimized, resulting in uneven policy effectiveness.

From a societal perspective, the effectiveness of trademark registration policies is significantly influenced by the level of legal awareness among business actors. Field findings indicate that public responses to this policy are varied. MSMEs that have received education and assistance generally demonstrate a positive attitude and begin to understand the importance of trademark registration as a form of legal protection. Conversely, some business actors still view trademark registration as a non-urgent administrative burden. This situation demonstrates that societal factors are a crucial factor in determining the policy's success or failure.

The final factor, legal culture, also plays a significant role in assessing policy effectiveness. A public legal culture that has not yet fully recognized brands as legal and economic assets has resulted in relatively low levels of compliance with trademark registration policies. In many cases, business actors only realize the importance of trademark registration after a legal dispute or conflict arises. This indicates that trademark registration policies have not yet been fully internalized as a normative requirement in everyday business practices.

When linked to the policy's objectives, namely increasing legal awareness and the number of trademark registrations, the effectiveness of the West Kalimantan Ministry of Law and Human Rights policy can be considered quite good in terms of its efforts and design, but not yet fully optimal in terms of results. This policy has been able to raise awareness among certain community groups, but has not yet reached all levels of business actors equally. In other words, there is a gap between the policy's normative objectives and the reality of its implementation on the ground.

The policy's primary strengths lie in its clear legal basis, the institutional commitment of the Ministry of Law and Human Rights, and its persuasive approach through outreach and mentoring. Meanwhile, the policy's weaknesses lie in its limited reach, the lack of strong binding policy instruments, and the persistent weakness of public legal culture regarding trademark registration. This situation demonstrates that the effectiveness of public policy is determined not only by how well-formulated the regulations are, but also by the extent to which those laws are accepted and implemented by the public.

Based on this analysis, future policy strengthening needs to be directed at integrating educational and regulatory approaches. The government should not only act as a facilitator and advisor, but also consider policy instruments that better encourage compliance, such as linking trademark registration to business licensing programs or access to government assistance. Furthermore, policy dissemination needs to place greater emphasis on concrete economic benefits and legal risks so that trademark registration is understood as a strategic necessity, not simply an administrative obligation.

Thus, an analysis of the effectiveness of the West Kalimantan Ministry of Law and Human Rights' policy in encouraging trademark registration indicates that the policy is on the right track, but still requires strengthening in terms of legal culture and policy instruments. The legal effectiveness theory approach emphasizes that the success of trademark registration policies depends heavily on the synergy between legal regulations, implementing officials, supporting facilities, the community, and a developing legal culture. Without such synergy, a normatively sound policy has the potential to lose its effectiveness in practice.

4. CONCLUSION

This study analyzes the public policy of the Ministry of Law and Human Rights (Kemenkumham) of West Kalimantan in encouraging trademark registration, especially among Micro, Small, and Medium Enterprises (MSMEs). The West Kalimantan Ministry of Law and Human Rights has played an active role through socialization, assistance, and facilitation of trademark registration, emphasizing the importance of *the first-to-file principle*. However, the effectiveness of this policy is still hampered by low legal awareness, economic constraints, and a legal culture in society that has not yet considered trademarks as strategic assets. Based on Soerjono Soekanto's theory of legal effectiveness, this policy is considered strong in terms of legal substance and institutional commitment, but is not optimal due to the lack of an even response from the community and legal culture. Therefore, strengthening the synergy between educational and regulatory approaches is needed to achieve the goals of legal protection and strengthening the business climate more evenly.

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