

## Technical Guidance and Intellectual Property Rights Assistance ‘Sukamulya’ Fruit Farmer Group Cirebon, West Java

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### ABSTRACT

This community service aims to provide technical guidance and assistance on intellectual property rights to SMEs who are members of the "SUKA MULYA" Fruit Farmers Group (KT) in Sedong Lor Village, Sedong District, Cirebon, West Java, Indonesia. The service methods used are interactive discussions, outreach and counseling, as well as mentoring. The results of community service activities have been carried out well with indicators; (1) the number of participants and SMEs involved was 100%, (2) the publication of the copyright of the Fruit Farmers Group profile "Suka Mulya" dated 4 September 2023, (3) increased insight regarding copyright and brands and their functions, (4) the composition Fruit Farmers Group "Suka Mulya" profile catalog, (5) gaining knowledge related to economic culture which is expected to improve the regional economy, and (5) increasing insight regarding SME management.

## **INTRODUCTION**

Sedong Lor is a village in Sedong sub-district, Cirebon, West Java, Indonesia. This village is known for having great natural resource potential, one of which is the Gincu mango plantation. Mango Gincu is one of the icons for Cirebon and is expected to increase the economic growth of the region. The potential of Gincu mango is still very likely to be highlighted. Local governments have contributed to accelerating economic growth. It is proven that the Regent of Cirebon Drs H Imron, M.Ag along with the Head of the Agriculture Service and Go Green Indonesia, carried out the planting of Gedong Gincu mangoes in Panongal Lor Village, Sedong District, Cirebon Regency (Cirebon Regional Secretariat, access on 2023). Gincu Mango has the characteristics of namely; mangoes that are perfectly ripe or sweet, have a yellow color at the tip and middle and a red fruit base, and for medium or sour taste the dark green fruit at the top end and orange fruit base. Gedong Gincu Mango has quite a large export market opportunity because the fruit has a very sharp aroma, bright red fruit color, and still contains a lot of fiber. These characteristics are to the demands of importing countries (Yuliana, et al., 2016). So far, Cirebon is known to have several superior products and foods including; mango lipstick, jamblang rice and batik products. After observing and collecting data, it turns out that there are still other business opportunities to make drinks from mangoes such as mango lipstick juice, there is another potential, namely making and offering mango lipstick-flavored coffee products.

### **A Glimpse of the Fruit Farmers Group (KTB) "SUKAMULYA"**

In Sedonglor Village, Sedong District, Cirebon Regency, a Fruit Farmers Group (KT) 'Suka Mulya' has been established. KT Fruit "SUKAMULYA" was established in 2000 and is located at Block I Sukamulya, Sedonglor Village, Sedong District, Cirebon Regency. Having plant varieties: (1) Mango Gedong Gincu 60%; (2) 30% Harumanis Mango and (3) Cengkir Mango 10%. The total land area is ± 12 hectares with a total of 1200 trees with a plant age of 23 years. KT Buah "SUKAMULYA" has three programs; cultivation, agribusiness and agritourism which is concerned with mango plants and all its diversifications. The organizational structure of KTB Sukamulya:

Chairman	Hendrik Nurwanto
secretary	Endang Subrata
Treasurer	Suhendar
	Iin Nurul Inayah

Member :

1. Field of Cultivation: Dursam, Sunarya, Sarmani
2. Technology Field: Ahmad Rohmadi
3. Marketing Field: Aang Wiyanto, Richard Adi.P
4. 4. Public Relations : Muhamad, Tandun Sutardi
5. Food processing sector; Melawati, Desti.

**KTB Sukamulya has 3 programs:**

1. Cultivation:

In the cultivation process you always follow standard operating procedures and often attend several training sessions organized by the government (related agencies) or from other parties such as universities.

Trainings attended include:

- SL GAP Training
- POPT Training
- Post-harvest training, so that the land is GAP certified by the relevant government and has a PRIMA 3 certificate (standard for safe fruit from pesticide residues)

2. Agribusiness:

In carrying out the cultivation process, of course, it must be balanced with good business aspects that can add economic value to farmers. To maintain business stability, these include: making an MoU with modern markets, and partnering with exporters and locals, so that up to now the collaboration is still ongoing.

3. Agritourism:

Our land has an expanse of land that spoils the eye when you see it and we have partnered with universities and colleges with agricultural faculties to become study objects for students and other academics, That's why we established an innovation to downstream gedong lipstick processed products, we built a shop located in the middle of a plantation which we named Ginu Coffee, from there we began to be much better known by the public, both for the processed mangoes and the beauty of the garden.

In 2012, this farmer group sent their business results, up to 80 percent of the mangoes were successfully harvested and sent abroad. While the remaining 20% is sent domestically. Year. 2012 has also been sent to 13 export destination countries and has been widely circulated in the Hong Kong and Singapore markets (Sutomonaio, 2012). Until now, the export of Zedong gincu mangoes in West Java is still hampered by several problems, from pests to facilities and infrastructure. Exports of superior commodities have the potential to increase selling prices, which have often fallen during the main harvest. Currently, slowly but surely sales of lipstick mango and product diversification have contributed significantly to business growth. However, the weakness is that it does not yet have a strong identity so it has an impact on competitive advantage.

The lipstick mango has a great harvest season between October and December. The moderate harvest season is between July and September while the off-season harvest is between April and June. Based on data collected from the Cirebon Regency Agricultural Service Office, the number of producing mango plants was 727,109 trees, while mango production in 2017 was 384.17 tons. The gedong gincu mango market has succeeded in entering various market segments, including main markets such as the Cibitung main market, Muara Angke, Caringin, Kramat Jati, inter-island trade in Sumatra, Sulawesi, Kalimantan. Also successful in selling in modern markets such as Carrefour, and Aeon and have even been exported to several countries such as Kuwait, Saudi Arabia, Singapore, Malaysia and so on (Abay, Swadaya accessed in 2023) To avoid the risk of losing produce due to damage or being too ripe (rotten). ) which in the end could be detrimental to farmers, Residents had created product innovations using gong gincu mangoes as the main raw material. Some of the products produced include Dodol Mangga Gedong Gincu, ice cream made from mango gincu and mango gincu flavored coffee.

### **Problems**

Selling products without copyright, identity and brand makes the strength of the region and product less known in the minds of the public. The introduction of copyright, identity and brand can improve the reputation of the region and the image attached to products and services to consumers. Likewise, knowledge in the form of copyrights and brands can be known to the public both nationally and globally. KT Buah SUKAMULYA doesn't seem to understand much about the importance of having copyright, identity and brand, so it is feared that its mango products and mango diversification will not be able to compete and be known by the public.

### **The specific objectives of carrying out this community service activity are:**

Providing training and assistance in the form of technical guidance related to the important activities of having copyright related to intellectual property which usually takes the form of science, arts and literature including computer programs. Training and assistance on copyright and brands as an effort to increase sales and improve the reputation of regions and products so that they are more widely known by the public. When a product has a registered brand, it can create a climate of healthy business competition and provide a sense of calm regarding the creation of products and services. This is also because it can avoid counterfeiting (Pratomo et al., 2020; 2019). When someone registers a brand with the same name and the same design without asking the owner for permission, it will certainly violate the law and the registration should be null and void (Mamahit, 2013). Having a registered brand can improve the business world climate to be more conducive it can also provide peace of mind in producing product/service creations (Pratomo et al., 2020; 2019).

## **IMPLEMENTATION AND METHODS**

### **Community Service Method**

This community service activity uses the following methods: conducting interactive discussions, outreach and counseling, and mentoring. The focus of activities is directed at counseling and technical guidance on copyright registration relating to intellectual property in the form of knowledge and marks. In addition to material related to management and business.

## **RESULTS AND DISCUSSION**

Furthermore, after the method in the activity was agreed upon by the team and SMEs who are members of the Fruit Farmers Group (KT) 'SUKA MULYA', the results of the activity can be discussed as follows:

### **Service Implementation**

The implementation of community service is:

1. Providing knowledge related to copyright, brands and their functions.

Providing knowledge about copyrights and brands to SMEs who are members of the SUKAMULYA Fruit Farmers Group in Sedonglor Village, Sedong District, Cirebon Regency. Copyright is important and necessary for SMEs as the most important basis to protect and develop the economy in a region. The function of copyright is: respecting a work and encouraging the creator of the work to produce new works. The purpose of implementing copyright law is to protect the exclusive rights, and moral and economic rights of creators of works (Kompas, accessed on September 4, 2023). Meanwhile, a brand is a name, term, sign, symbol or combination of all of them which functions to identify the goods or services of a seller or group of sellers so that they are different from the goods or services sold by competitors (Kotler & Keller, 2012). Aaker (2010) added that a brand intends to identify goods or services so that they can be different from competitors and can be in the form of a name or symbol (logo, stamp or packaging) (Narendra, & Muafi., 2022; Keller, & Brexendorf, 2019). Brands can have many uses, including

- 1) as a differentiator for similar products/services from competing products/services,
- 2) be useful for building trust in consumers,
- 3) indirectly show the quality of the products/services offered. Types of brands can be in the form of trade and services where both types of brands can be used together. (Narendra, & Muafi., 2022)

## 2. Conducting Discussions

The service team held discussions with the SME farmers gathered in the SUKAMULYA Fruit Farmers Group. It turns out that SME farmers also have experience in cultivation, agribusiness and agrotourism. Some have succeeded in selling mango products in rest areas at prices above the average because they are more targeted at the middle-class segment. Likewise, some SMEs have also succeeded in making non-organic fertilizers whose quality has been tested and recognized by their groups. These farmer SMEs continue to strive to diversify mango products through processed food and beverages, such as mango dodol, ice cream and mango into coffee. Unfortunately, the products they produce are still not supported by branding or copyright management.

Initially, the service team proposed submitting a brand for one of the beverage products produced by SMEs at SUKAMULYA Fruit Farmers Group. It is felt that this beverage product is well known by some people and has become a characteristic of their drinks. This drink is known as coffee but uses a mixture of mango ingredients. After all requirements are met, it is analyzed by an IPR consultant, especially the brand. Based on advice from consultants and the service team, the product brand name was asked to be changed because there were still words that were felt to be common and feared that they would be rejected. Finally, the SMEs asked for consultation and were given a certain period to decide on a new name. Next, the service team proposes to apply for copyright only on one of the intellectual properties in the form of knowledge, namely the SUKAMULYA Fruit Farmers Group profile, and brand name.

## 3. Conduct Socialization and Counseling

The third activity is conducting outreach. The socialization activity was carried out on August 31, 2023. The service team together with a group of FBE students and lecturers at the Indonesian Islamic University, Department of Management, visited the location at the *Mango Gincu Cafe, Sedonglor Village, Sedong District, Cirebon Regency*. The activity also involved inviting Faculty of Business Economics students from the Universitas Islam Indonesia, especially: the Doctoral Management Science (PSIMPD), Master of Management (MM) and Bachelor of Applied Digital Business (S1 Bisdik). Likewise, this dedication also brought Mr. Ivan Piper as the speaker. The presence of Mr. Ivan Piper is part of UII's involvement in the Erasmus+ ODDEA program grant consortium, where University of Donja Gorica, Montenegro is one of the universities that is part of the consortium. Mr Ivan Piper gave material about the importance of SMEs to 'Go Global' so that there is a need for global marketing and the importance of brands in the current era. Mr. Ivan Piper also explained the importance of cultural economics in a region which can be the root of regional economic development. There was quite an intensive and warm discussion between students, farmer SME presenters and devotees.



**Figure 1. Photos of community service activities in the international context**

The service team assists in copyright proposals. The copyright assistance process is carried out by providing input in compiling the SUKAMULYA Fruit Farmers Group Profile. Profile copyright with the name of the creator Hendrik Norwanto with application number and date EC00202376152, 4 September 2023. Apart from that, assistance is provided regarding the brands of coffee products that will be submitted. An intensive interview was conducted with the Chairman of SUKAMULYA Fruit Farmers Group and at the same time provided views related to management, including human resource management and marketing. The existence of the SUKAMULYA Fruit Farmers Group profile catalog will help the group to better introduce the organization and the products produced by SMEs.

## **CONCLUSIONS AND RECOMMENDATIONS**

Community service activities in Sedonglor Village, Sedong District, Cirebon Regency, precisely at the location of the Mango Gincu Cafe, have generally been carried out well, with indicators;

- 1) the number of participants and SMEs involved was 100%,
- 2) the publication of the SUKAMULYA Fruit Profile copyright dated September 4 2023,
- 3) increased insight regarding copyright and brands and their functions,
- 4) the SUKAMULYA Fruit Profile catalog was compiled,
- 5) gaining knowledge related to cultural economics which is expected to improve the regional economy,
- 6) increasing insight regarding management and business management.

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