

LEGAL PROTECTION OF INTELLECTUAL PROPERTY RIGHTS FOR INNOVATION AND BRANDS IN THE SKINCARE INDUSTRY

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Abstract

Intellectual property protection, especially for brands, plays an important role in the skincare industry in Indonesia. Brands are not only a product identity but also a tool to build reputation and consumer trust. This study aims to analyze the legal protection mechanism for brands in the skincare industry and to formulate legal strategies that can be implemented by business actors to defend their brand rights from claims or disputes. Data were obtained through a literature study of applicable laws and regulations, such as Law Number 20 of 2016 concerning Brands and Geographical Indications. The results of the study indicate that brand protection in the skincare industry can be done through brand registration at the Directorate General of Intellectual Property (DJKI), enforcement of rights through lawsuits, and dispute resolution through mediation or arbitration. Legal strategies that can be implemented by business actors include brand registration from the start, active monitoring of brand use by other parties, and the implementation of licensing or franchise agreements to strengthen brand rights.

Keywords: *Intellectual Property Rights, Innovation, Brands and the Skincare Industry*

A. INTRODUCTION

Skincare is a product formulated from various active ingredients and chemicals that will react when applied to skin tissue. In using skincare, consumers must pay attention to the legality and also the

composition of the ingredients contained in a skincare product, namely by paying attention to the information on the skincare label, whether the skincare product has a brand registration number, and including the results of dermatological tests and the product's expiration date. Skincare products that are widely circulated on the market, especially skincare that is formulated, are sold at low prices in attractive packaging and are easy to obtain, this is due to the lack of supervision of illegal skincare products.¹ The main cause of the circulation of illegal cosmetics is due to the very cheap price of the product compared to products that already have a distribution permit. Allowing the distribution of illegal cosmetics is the same as allowing the public to face bad risks, not only harming buyers but also harming the state from tax revenues. IPR and trade products have a very close relationship. To reach consumers, trade products related to inventions in the field of technology require Patent Rights, while to distinguish the quality of trade products in terms of original guarantees and labeling, Trademark Rights are needed, and in terms of forming a tangible creation related to art on trade products, so that the creation has permanent power, Design Rights are needed. From the explanation above, it can be concluded that trade products have a relationship with IPR from the beginning of the production process until they reach consumers. Trademarks, as a particular form of intellectual property in the commercial landscape, have been in use for eons. Crucially, trademarks are responsible for indicating the source or origin of different products and services. Trademarks can be a valuable commercial asset. In many cases, it is the brand that adds value to the product, likely reflected in the price, and sometimes, in fact, it can be worth more than the company that owns a brand. In recent years, Indonesia's growth in the trade of goods and services has significantly increased, in large part due to emerging information technology and current developments in transportation infrastructure that have greatly accelerated the manner in which trade activities occur. The tendency to increase the flow of trade in goods and services will continue in line with the increasing national economic

¹ Setiyani, Alynda Andra Tri. "Pengawasan Peredaran Produk Skincare Di Tinjau Dari Undang-Undang Perlindungan Konsumen". *Pancasakti Law Journal (PLJ)*. 14.2 (2023):295-306.

growth.² Intellectual Property Rights protection in the skincare industry covers various aspects, from patents for innovations in materials and production methods, copyrights for packaging designs and marketing materials, to trademarks to maintain product identity in the market. With strong protection, companies can secure their investments in research and development and increase competitiveness in this increasingly competitive industry. However, the challenges in protecting intellectual property rights in the skincare industry are not few. Many companies face obstacles in the process of registering patents or trademarks, which are often time-consuming and expensive. In addition, there are cases of IPR violations such as product counterfeiting and unauthorized use of brands that can harm both companies and consumers. On the other hand, regulations related to intellectual property rights in the skincare industry are still evolving. Each country has different policies and procedures in protecting innovation and trademark rights. Therefore, a deep understanding of national and international regulations is important for industry players to ensure optimal protection for their intellectual assets.³

Along with the growth of national economies, brands (as manifestations of human intellectual creation) are highly valuable because they are closely connected to economic and commercial activities, using branding to distinguish comparable goods or services by their origin, establish a quality association, and create assurances of authenticity. Quite often, it is not about the product itself that commands a high price but the brand. Specifically, with regards to trademark rights, trademark rights hearing to be classified explicitly as intangible assets in the preamble of Law Number 20 of 2016 concerning Trademarks and Geographical Indications, in the section titled "Considering," (a) states: "That in the global trade era that is based on conventions ratified by Indonesia, the role of a trademark is vital mainly to assist business competition that is healthy and fair, protect consumers, and ensure Micro, Small and Medium Enterprises

² Sunarto, Atika. "Implementasi Hukum Terhadap Merek Sebagai Konsep Hak Kekayaan Intelektual". *Jurnal Preferensi Hukum*. 4.3 (2023): 389-395.

³ Lopulalan, "Yusnus Marlon. Hak Cipta Logo Yang Didaftarkan Sebagai Merek". *TATOHI Jurnal Ilmu Hukum*. 1. 1 (2021): 17-30.

(MSMEs) as well as support the domestic industry." The Ministry of Cooperatives and Micro, Small, and Medium Enterprises stated that certain sectors are presently growing, divided into various sectors such as agriculture, livestock, fisheries, forestry, electricity and gas, potable water, commerce, lodging and food services, and other services.⁴ The research adopts a qualitative methodology combined with a descriptive-analytical approach. Data were collected through literature studies from academic journals, government regulations. The analysis was conducted to understand the role of intellectual property rights protection in supporting innovation and branding strategies in this industry. In addition, this study also uses a case study method to explore how certain skincare companies implement their intellectual property rights protection strategies. This case study aims to identify the main challenges faced and the solutions that have been implemented in dealing with intellectual property rights protection problems. With this research approach, it is hoped that recommendations can be found that can help skincare companies in strengthening their intellectual property rights protection strategies to also find out how the legal protection mechanism for brands in the skincare industry in Indonesia and strategies that can be implemented by skincare business actors in defending their brand rights from claims or disputes. The results of this study can also be a reference for policymakers in designing more effective regulations to support innovation in the skincare industry.

B. RESULTS AND DISCUSSION

1. Concept of Intellectual Property Rights

Intellectual property rights (IPR) are rights that arise based on a person's intellectual work, so that intellectual property rights are a legal construction of protection for intellectual property as a result of the work of the creator or inventor. Intellectual property rights are rights related to wealth that arises due to the intellectual ability of a

⁴ Toguan, Zulfikri, "Problematisasi Hak Kekayaan Intelektual Di Bidang Merek Bagi Pelaku Usaha Mikro Kecil Menengah". *UIRLawReview*. 5.2 (2021): 42-56.

person, where the intellectual ability can be in the form of a work in various fields such as technology, science, art and literature. In essence, Intellectual Property Rights are rights with special and special characteristics, because these rights are granted by the state. The state, based on legal provisions/laws, grants these special rights to those who are entitled by adjusting the procedures and requirements that must be met.⁵ Property rights are absolute rights over an object, and are civil rights. These rights provide direct power over an object and can be defended against anyone. Property rights have certain properties and superior characteristics when compared to individual rights. The following are types of intellectual property rights:

- a) Copyright is a right granted to the creator of a company's literary and artistic works, the purpose of which is, of course, to provide protection for the company's copyright and to support and provide rewards for the creativity expressed (Law Number 24 of 2014).
- b) Patent is an exclusive right bestowed by the state to an inventor in respect of their technological invention, which grants the inventor the sole right to use the invention or to permit others to do so, for a specified period (Law Number 14 of 2001).
- c) Trademark is a sign in any form (it may be an image, name, word, letter, number, arrangement of colors, or a combination of these) bearing a distinctive sign that is generally used in trading goods or the provision of services (Law Number 15 of 2001).
- d) Industrial design are creative works that consist of a three-dimensional or two-dimensional shape configuration or form, or a pattern or ornament, or a combination thereof, which appeals to the eye and is used to make a product, article of manufacture, industrial item, or handicraft (Law Number 31 of 2000).
- e) Integrated circuit is a common or partially common end product containing multiple parts, and at least one active element, all of which are, in whole or in part, interconstructions and interconnected and all together implemented in a solid state

⁵ Galih Dwi Ramadhan, "Ruang Lingkup Perlindungan Hak Kekayaan Intelektual Terhadap Video Game", *Journal of Intellectual Property* 4 no. 2, (2021).

material to perform electronic functions. (Law Number 32 of 2000).

- f) Trade Secret is a form of information in the field of commercial technology that is not known and remains undisclosed to the public in the field of business technology, possesses economic value beneficial to commercial operations, and is safeguarded by the owner to maintain its confidentiality.⁶

A trademark is a unique identifier affixed to goods sold by an individual, group, or legal person to distinguish them from others. In the same manner, a service mark is a unique identifier applied to services provided by an individual, collective, or legal person to distinguish them from other services. Institutionally, currently there is a Directorate General of Intellectual Property Rights whose main duties and functions are to administer patent copyrights, brands, industrial designs, and integrated circuit layout designs.⁷ Therefore, good brand management is key in marketing strategies and business development to ensure the success and sustainability of the company in a competitive market.⁸

2. Legal Protection of Intellectual Property in the Skincare Industry

Skincare is a series of care products used on facial skin that function to repair the skin and maintain facial health. There are many types of skincare products and their functions are different, for example: facial soap, moisturizer, sunscreen, and others. Currently, many skincare brands are competing to continue to develop their products so that their brands can be famous and widely used by consumers around the world. However, when a skincare product becomes famous, there will be individuals who commit criminal acts by imitating skincare products and selling them at cheaper prices.

⁶ Dian Latifiani, "Pentingnya Hak Kekayaan Intelektual Sebagai Hak Benda Bagi Hak Cipta Atau Merk Perusahaan", *Supremasi Hukum: Jurnal Penelitian Hukum* 31, no. 1, (2022): 66-74.

⁷ Temmy Wijaya, "Kedudukan Hak Kekayaan Intelektual (HKI) Dalam Sistem Hukum Nasional", *E-Journal Unuja*, (2021).

⁸ David Edyson, Dikjaya, dan Muhammad Rafi. "Perlindungan Hukum Mengenai Hak Atas Kekayaan Intelektual", *Jurnal Kewarganegaraan* 8, no. 1, (2024): 930-939.

Counterfeiting, also known as counterfeiting, is the act of creating a product by imitating or copying the physical appearance of the original product, with the aim of making consumers believe that the product comes from the same manufacturer. This includes products that violate trademarks, copyrights, imitation of packaging, labels, and brands, all of which are aspects of counterfeiting. Imitation of skincare products that are usually done is imitation of packaging that is exactly the same as the original product but the content or substance is different so that it has a bad impact on the user. From the imitation of the product becomes a problem for the owner of the skincare brand, besides making the brand lose, it also has an impact on investors which causes a decrease in interest in making investments, and also bad reviews from consumers. Not only economic losses, but intellectual property rights can also be seized, so that it can cause the reputation of the original brand holder to be lost.⁹

A brand requires a registration process in order to obtain legal protection. Although Copyright protection is granted automatically under the law, without the need to involve the process of recording or registration, in the context of brands, registering a brand is very important because it will provide formal evidence as a legal basis for brand protection.¹⁰ The forms of trademark violations include:

1. Using a trademark that is identical or similar to a trademark that has been registered by another party for identical or similar goods and services. Although the goods are original goods produced and sold by their owners, the act of selling the goods that are put into several bags, which show the same brand as the registered brand on the bags, is considered an act of trademark violation;
2. Using goods resulting from trademark violations to be sold even though the goods are produced by someone else, displaying them in a shop, storing them in a warehouse for sale, then the goods whose brands have been registered by someone else have used the

⁹Permatasari, Putu Ayu Intan Widya dan Putu Aras Samsithawrati, "Perlindungan Hukum Produk Skincare Melalui Penggunaan Merek Hologram: Perspektif Kekayaan Intelektual", *Jurnal Kertha Negara* 11, no. 8, (2023):934-946.

¹⁰ Semaun, Syariyah. "Perlindungan Hukum Terhadap Merek Perdagangan Barang dan Jasa", *Jurnal Hukum Diktum* 14, no. 1, (2016): 107 - 123.

- brand or packaging without permission, etc., are considered to violate the brand. Whether buying or storing goods without knowing that selling the goods is a relaxation of the brand, then the action is still considered a trademark violation;
3. Selling or using a brand or container, etc. Which is a brand that is used without the permission of the brand owner. The act of using a brand, etc., which is an infringement of a brand owned by another person for personal use or allowing others to use it is a trademark infringement. Furthermore, using a “western” plate or bowl whose brand has been registered by another person to provide services, food and drinks for use in a restaurant owned by oneself or allowing others to use it is also a trademark infringement;
 4. Producing or importing a brand, container, A which shows the brand used without permission from the owner of the brand. Even though the brand is produced or imported based on an order from another person who is not entitled to use the registered brand, this is considered a trademark infringement;
 5. Producing, selling or importing goods for business purposes for personal use to produce a brand, container, etc. which is a brand used without permission from the owner of the brand. An act of producing, using or importing a ‘printing block’ for a brand, a tool for producing containers, etc. for business purposes without instructions or permission from the owner of the brand or the person who has the right to the brand is a trademark infringement.¹¹

The Indonesian Trademark Law relating to repressive trademark protection is limited only to legal protection for similar goods or services. In fact, there are many goods circulating that use well-known registered trademarks without rights, but are used on dissimilar goods. Intellectual property rights need to be protected by law because these intellectual works continue to carry out intellectual creativity. This will increase self-actualization in humans. For

¹¹ Novianti S. Labolo, “Pelaksanaan Perlindungan Hukum Atas Merek Terdaftar Produk Industri Kosmetik”, *Journal of Lex Philosophy (JLP)* 5, no.2, (2024).

society, this helps improve the development of their lives as well as for economic reasons, as a tool to provide protection for those who create intellectual works, namely those who make them get material benefits from each of their works. On the other hand, this protects them from imitation, piracy, plagiarism, or other fraudulent practices of licensed works by others. The protection mechanism begins with registering a brand with the Directorate General of Intellectual Property (DJKI) of the Ministry of Law and Human Rights, which grants exclusive rights to its owner for 10 years and can be extended. Once registered, the brand owner has the right to prevent other parties from using the same or similar brand without permission. If a violation occurs, the owner can file a civil lawsuit to seek compensation or report a criminal act with the threat of punishment in the form of a maximum of 5 years in prison and/or a fine of up to IDR 2 billion in accordance with Article 100 of the Trademark Law. Dispute resolution can be done through mediation, arbitration, or court. With this legal protection, brands in the skincare industry can avoid counterfeiting, unfair competition, and can increase consumer confidence in legal and quality products.¹²

3. Challenges in Intellectual Property Rights Protection for Skincare Brands

Currently, the increasingly massive development of digitalization has greatly influenced human life in the world's social and economic structures. Technology plays an important role that cannot be separated from modern human life. Protection of creative works and innovation through intellectual property rights, such as copyright, patents, and trademarks, is often faces with a number of complex legal challenges. Some of the main challenges that are often faced include those related to technological change, lack of legal harmonization, challenges in law enforcement, legal battles and costs, ethical challenges, legal adjustments to new developments, and

¹² Mustika Idrina, "Tinjauan Yuridis Perlindungan Hukum Terhadap Pemilik Hak Merk Skincare Akibat Pelanggaran Merek", *Court Review: Jurnal Penelitian Hukum* 4, no. 1, (2024): 11-19.

imbalances between owner rights and public access.¹³ Technological developments, especially in the digital era, have transformed the processes creative works and innovations are produced, distributed, and consumed. This creates new challenges in ensuring effective protection of such works, including issues such as digital piracy and online copyright infringement. In addition, the inconsistency between intellectual property laws in different jurisdictions can create difficulties in protecting works at the global level. Complex legal rules and regulations can make the protection process complicated for creators and innovators.¹⁴ Enforcing intellectual property infringement is often difficult and expensive. Infringers may operate in multiple jurisdictions that are difficult to reach, while digital technology can make it difficult to track and effectively prosecute infringements. Further, legal battles to protect creative work and innovation can be expensive and time-consuming.

High litigation costs can be a barrier to creators and innovators seeking to defend their intellectual property rights. In some cases, there are ethical questions surrounding intellectual property rights, particularly in the context of access to essential medicines, technologies needed to address environmental issues, or access to knowledge in education. This requires that the law adapt to new developments. Intellectual property laws need to continually adapt to new developments in technology, economics, and culture. This requires regulatory and policy updates to ensure effective protection for creative and innovative works.¹⁵ So that there will be no tension between the rights of intellectual property owners to control and profit from their works, and the interests of society to have access to information, culture and innovation. Through a holistic and ongoing approach to legal and policy development that takes these challenges

¹³ Dewi, Irra Chrisyanti, Utami, Eva Yuniarti, & Saady, Adhy Firdaus. *Manajemen Bisnis Internasional: Strategi dan Tantangan*. (2024) PT. Arunika Aksa Karya.

¹⁴ Ziliwu, Alfonsus Syukur Hadirat, Ndruru, Utusama, Marbun, Jaminuddin, & Hamonangan, Alusianto. "Tinjauan Yuridis NonFungible Token (NFT) Dari Aspek Hukum Benda dan Hak Kekayaan Intelektual", *Jurnal Rectum: Tinjauan Yuridis Penanganan Tindak Pidana*, 5, no 1, (2023):1237–1246.

¹⁵ Uha Suhaeruddin, "Hak Kekayaan Intelektual dalam Era Digital: Tantangan Hukum dan Etika dalam Perlindungan Karya Kreatif dan Inovasi", *Jurnal Hukum Indonesia* 3, no 3, (2024): 122-128.

into account, it is possible to establish a conducive framework for encouraging innovation and the protection of creative works. Micro, small, and medium enterprises are one of the main pillars of the creative economy that is growing in this digital era. Thus, it is easier for them to market their products online and reach markets worldwide. However, amidst the rapid market dynamics and increasingly fierce competition, trademark protection is becoming increasingly important to ensure the success and sustainability of businesses in this digital era. Despite having the potential to obtain trademark rights that provide a competitive advantage, micro, small and medium enterprises often face a number of challenges in the registration process.¹⁶ Factors such as limited capital, lack of understanding of the importance of trademark rights, and complicated bureaucratic procedures are often the main obstacles for micro, small and medium enterprises in protecting their brand identity. The challenges of registering intellectual property rights, especially Trademark Rights for micro, small and medium enterprises as economic actors are indeed quite significant. One of the main problems faced by micro, small and medium enterprises in the trademark registration process is the problem faced by business owners because they do not know and do not carry out the registration process. The response that trademark registration has not been carried out because the business is still in its early stages or has not reached a sufficient age, as happened to an 8-year-old food stall, shows that some people do not fully understand the importance of legal protection for their trademarks. Some business owners have difficulty with the licensing process and paying patent registration fees.

Small and medium-sized businesses with limited resources can face this problem. In addition, it is very difficult to compete with large companies and well-known brands. The lack of competitive advantages can prevent micro, small and medium-sized enterprises from attracting consumers and building trust in their brands in a market full of big competitors. Nevertheless, micro, small and

¹⁶ Harahap, Nur Adawiyah. "Tantangan Pendaftaran Hak Kekayaan Intelektual Bagi UMKM Sebagai Pelaku Ekonomi Kreatif Di Kecamatan Pancing, Medan, Sumatera Utara", *Jurnal edutech* 10, no. 1, (2024): 90-95.

medium-sized enterprises benefit greatly from trademark registration. This is because trademark registration allows micro, small and medium-sized enterprises to increase brand awareness, increase brand value and improve their competitiveness in the market. In addition, strong legal protection for trademarks provides legal certainty for brand owners or rights holders.¹⁷

In various fields of micro, small and medium-sized enterprises, trademark registration is very important to differentiate their products and services from competitors, create a unique identity and build consumer trust. Micro, small and medium-sized enterprises must understand the importance of trademark registration and overcome the challenges faced by improving their understanding of the registration process, getting help with licensing and costs. Although there are strong regulations, implementation and enforcement are often hampered. Brand owners must invest time and resources to monitor and file claims for violations that occur.

4. The Importance of Intellectual Property Rights in the Skincare Industry

Intellectual Property Rights (IPR) are legal rights granted to owners to protect their intellectual works. In the context of cosmetic products, IPR includes trademarks, product designs, and patents. A trademark is a name or symbol used to identify a company's products or services. Product design includes the shape, color, and visual appearance of the product. This prevents others from copying or using the intellectual work without permission.¹⁸

Referring to the first to file system or constitutive system adopted by Indonesia regarding the protection of a brand, the right to a brand

¹⁷ Syahrul Akbar Syaifulloh, "Analisis Yuridis tentang Perlindungan Hak Merek dalam Era Digital: Studi Kasus tentang Pelanggaran Hak Merek di Platform Marketplace Shopee", *Proceedings Series on Social Sciences & Humanities, Volume 17 Proceedings of Seminar International Legal Development in Twenty-First Century Era*, (2024): 433-437.

¹⁸ Inas Zulfa Sulasno, "Sengketa Persamaan Merek Pada Pokoknya antara PT PSTORE GLOW BERSINAR INDONESIA dengan PT KOSMETIKA GLOBAL INDONESIA dan PT KOSMETIKA CANTIK Indonesia (Studi Kasus Putusan Nomor 2/Pdt.Sus.HKI/Merek/2022/PN.Niaga Sby)", *Padjadjaran Law Review* 11, no. 2, (2023):150-159.

will be obtained if the brand has been registered first. In other words, the party who registers or obtains a brand certificate first, then that party is entitled to the brand and it is not allowed for other parties to register or use the brand with the same name, thus a beauty brand is required to take care of IPR to help protect against piracy or brand duplication. This does not mean that brand registration is considered a mere whim, but rather a policy that is carried out to protect the brand from someone's negligence which has fatal consequences if left unchecked and you will lose the right to use your own brand because it has been used or registered first by someone else.

Consumer trust is one of the marketing tactics in increasing sales of a cosmetic product. For example, various pirated products appear and seem to be sold freely on the market. In addition, this can cause a huge loss for cosmetic brand owners. Piracy can cause serious problems both internally and externally, one of which is tarnishing the name of the brand owner and causing health problems for consumers who use the product.¹⁹ Because it is not certain that the ingredients used in skincare or cosmetics are guaranteed quality and have been tested in previous trial stages. Intellectual Property Rights (IPR) are able to expand the market share and increase the competition of cosmetic brand products that we have.

The impact of this violation not only causes economic losses for brand owners, but also reduces the level of consumer trust in the authenticity of a product or service. Therefore, comprehensive and effective strategic steps are needed to address this problem as a whole. The main approach in dealing with brand violations is the use of digital technology to strengthen supervision and law enforcement related to intellectual property rights.²⁰ In addition, blockchain technology also plays an important role in improving brand protection. Blockchain allows the recording of every transaction and

¹⁹ Sinta Yanwar Rosah, "Pentingnya HKI untuk Brand Kosmetik: Bisnis Kosmetik Merek Sendiri", *PT. Ekosjaya Lestari Abadi*, (2024). <https://www.ekosjaya.co.id/pentingnya-hki-untuk-brand-kosmetik-bisnis-kosmetik-merek-sendiri/2/>

²⁰ Nimasgari Dhaeyu Wildan Syafira dan Budi Santoso, "Strategi Perlindungan dan Optimalisasi Hak Kekayaan Intelektual terhadap Merek dalam Era Digital: Tantangan dan Solusi", *JIHHP Jurnal Ilmu Hukum, Humaniora, dan Politik* 5, no. 3, (2025): 2538-2544.

data change transparently and irreversibly, so it can be used to track the authenticity of a product from the manufacturer to the consumer. With the implementation of this technology, product counterfeiting can be suppressed because every original product has a digital identity that can be easily verified. Blockchain-based systems also help brand owners monitor their supply chains and identify potential violations early on.

Stricter regulatory policies are also a crucial factor in overcoming trademark infringement in the digital world. Governments in various countries need to continue to adjust and update regulations regarding IPR protection to suit developments in digital trade. Coordination between countries is also an important aspect, considering that trademark infringement often involves cross-border actors. International cooperation in the form of IPR protection agreements and information exchange between law enforcement agencies can increase effectiveness in prosecuting infringements.²¹ The role of digital platforms such as marketplaces and social media is also very important in preventing brand infringement. Several marketplaces have implemented automatic monitoring systems that can detect products that have the potential to violate IPR. In addition, consumer awareness also needs to be increased through education about the importance of buying original products and the negative impacts of consuming counterfeit goods on the economy and creative industry.

C. CONCLUSION

Legal protection for brands in the skincare industry in Indonesia is regulated in the Trademark and Geographical Indications Law. Protection mechanisms include trademark registration at the Directorate General of Intellectual Property (DJKI), which grants exclusive rights to brand owners to use and protect their brands from unauthorized use. Legal strategies that can be implemented by skincare business actors include early trademark registration, monitoring of trademark violations, and implementing legal steps

²¹ Mudrika Aqillah Sifwah, "Penerapan Digital Marketing Sebagai Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM", *MAINTAP: Journal of Management Accounting, Tax and Production* 2, no. 1, (2024): 109-118.

such as civil lawsuits or criminal reports against violators. In addition, business actors can adopt contractual strategies, such as licensing and franchise agreements.

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