

STRATEGY ANALYSIS IN AVOIDING VIOLATION OF INTELLECTUAL PROPERTY RIGHTS IN BUSINESS (CASE STUDY OF ALVINO'S BEST MEAT IN LAMPUNG CITY)

Adelya Putri Utami¹

Hamzah²

Lampung University

Adelyaptr02@gmail.com

Abstract

This study aims to analyze the strategies implemented by Best Meat Alvino in avoiding Intellectual Property Rights (IPR) violations in their business in the meat processing industry in Lampung City. In maintaining intellectual property, the company faces major challenges related to brand protection, product design, and recipes. This study identifies the steps taken by the company, such as brand and product design registration, protection of recipes and production technology, and training for employees on the importance of IPR. In addition, Best Meat Alvino also conducts market monitoring and collaborates with IPR consultants to address potential violations. The results of the study indicate that the strategies implemented by the company are effective in protecting products and business reputation from IPR violations. Strong IPR protection gives companies a competitive advantage and increases consumer trust in their brands. This study also suggests that the company expands IPR protection to international markets, utilizes technology for monitoring IPR violations, and increases collaboration with research institutions to support product innovation. Further research in the future can examine the impact of IPR protection on company competitiveness and the application of technology in IPR management.

Keywords: *Violation, Intellectual Property Rights, Business*

A. INTRODUCTION

Intellectual Property Rights (IPR) are one of the most valuable important assets for the development and sustainability of business in this modern era.¹ With the growing creative economy and technology, IPR has become the main basis for protecting the creations, innovations, and brands of companies. In Indonesia, although there are already regulations governing intellectual property rights, such as Law No. 28 of 2014 concerning Copyright and Law No. 20 of 2016 concerning Trademarks and Geographical Indications, there are still many business actors who do not fully understand the importance of IPR protection. This has an impact on the frequent occurrence of IPR violations which risk harming the company in terms of finance and reputation.²

Violation of IPR can not only harm its owner legally, but also risks disrupting business stability, especially in the face of increasingly tight global competition.³ According to data from the Directorate General of Intellectual Property (DJKI), throughout 2020 there were more than 27,000 trademark applications submitted by business actors in Indonesia⁴. However, despite the increasing number of IPR registrations, many companies still do not have sufficient understanding in terms of IPR management and protection. As a result, many companies face problems related to trademark, copyright, patent, and industrial design infringement that threaten their existence in the market.

¹Indrawanto, Setya. *Merajut Keberlanjutan Usaha: Panduan Hukum Dagang dan Bisnis*. PT Indonesia Delapan Kreasi Nusa, 2024.

² Nugroho, Titis Adityo. "Politik hukum kekayaan intelektual komunal dalam sistem hukum nasional." *Jurnal De Lege Ferenda Trisakti* (2024): 57-66.

³ Maulana, Insan Budi. *Perlindungan merek terkenal di Indonesia dari masa ke masa*. PT Citra aditya bakti, 2018.

⁴Faturahman, Rafi. *Perlindungan Hukum Terhadap Pencipta Musik dan Lagu pada Penghimpunan dan Pendistribusian Royalti Platform Digital Spotify*. Diss. Universitas Islam Indonesia, 2023.

On the other hand, the food and beverage industry sector in Indonesia is one of the sectors that is growing rapidly, along with the increasing purchasing power of the community and the trend of a healthy lifestyle. One example of a company engaged in this sector is Best Meat Alvino, a company based in Lampung City and engaged in the production and distribution of processed meat-based food products. As a company that continues to innovate in creating new products, Best Meat Alvino faces a major challenge in protecting their IPR, especially related to food recipes, trademarks, and technological innovation in production. According to data collected from the Central Statistics Agency (BPS), the food and beverage industry sector in Indonesia in 2022 experienced growth of 5.3%, with projections of continued growth in the following years. With this large market potential, companies like Best Meat Alvino must be able to maintain business sustainability by optimally protecting their IPR so that there are no violations that can harm the company⁵

Best Meat Alvino, which has been operating since 2015, markets its products to various regions in Indonesia. In its operations, the company has a registered brand and several product innovations that need to be protected from potential infringement by competitors. However, even though the company is registered as the owner of the brand and product, the risk of IPR infringement remains, especially due to the increasing number of similar products circulating in the market without adequate IPR protection. Therefore, management and strategies to avoid IPR infringement are very important, both in terms of legal aspects and in terms of internal company management. In this study, the author focuses on Best Meat Alvino as a case study to analyze the strategies implemented by the company in avoiding IPR infringement. This study aims to explore the steps taken by the company to protect their brand, recipe, and production technology, as well as identify the challenges faced in terms of IPR protection. Data obtained from interviews with company management, as well

⁵Jauhari, Muhammad Sofwan. "Analisis Proyeksi Peningkatan Konsumsi Produk Halal Di Berbagai Sektor Ekonomi Indonesia Hingga Tahun 2025." *Ad-Deenar: Jurnal Ekonomi dan Bisnis Islam* 8.01 (2024).

as analysis of internal company documents and policies, will provide a clearer picture of the efforts made by Best Meat Alvino in managing and protecting their IPR.

B. RESULTS AND DISCUSSION

1. Understanding the Types of IPR

The first step in avoiding IP infringement is to understand types of IP that are relevant to your business. Some common types of IP include⁶;

- a. Copyright: Protects works of art, literature, music, and software.
- b. Trademark: Protects a logo, name, slogan, or symbol that distinguishes a product/service
- c. Patent: Protects a technological invention or innovation
- d. Industrial Design: Protects a product design that has aesthetic value (
- e. Trade Secret: Protects confidential business information that has economic value

By understanding the types of IPR, businesses can identify intellectual assets that need to be protected and avoid using other parties' assets without permission.

⁶ Jauhari, Muhammad Sofwan. "Analisis Proyeksi Peningkatan Konsumsi Produk Halal Di Berbagai Sektor Ekonomi Indonesia Hingga Tahun 2025." *Ad-Deenar: Jurnal Ekonomi dan Bisnis Islam* 8.01 (2024).

2. Description of Best Meat Alvino Lampung



Figure 1. Best Meat Logo



Figure 2. Best Meat Alvino Post

Best Meat Alvino is a company engaged in the food industry, especially in the production and distribution of processed meat. The company is located in Lampung City, Lampung Province, which is located in the southern part of Sumatra Island. Best Meat Alvino was founded with a vision to present high-quality meat products that can

meet consumer needs in an innovative and safe way. Since its first operation, the company has grown rapidly, with a primary focus on the quality of raw materials and hygienic production processes.

Best Meat Alvino's main products include various processed meats, ranging from beef, chicken, to ready-to-eat processed meat products such as sausages, meatballs, nuggets, and others. All products produced by this company have strict quality standards and have gone through various tests to ensure the deliciousness and safety of consumers. In addition, Best Meat Alvino also utilizes the latest technology in its production process to produce products that are more efficient and can be accounted for in terms of quality. One of the advantages of Best Meat Alvino is its commitment to using quality local raw materials, as well as implementing an environmentally friendly production system. The company has a vision to support the local food industry in Lampung by providing opportunities for local farmers and producers to become partners in the supply of fresh and guaranteed quality meat raw materials.

With the increasing demand for practical, healthy, and nutritious food products, Best Meat Alvino also continues to innovate in creating new products that are in line with consumer trends, such as processed meat products that are low in fat, high in protein, and without preservatives. This is done to meet the needs of consumers who are increasingly aware of a healthy lifestyle. In terms of distribution, Best Meat Alvino has reached various markets in Lampung and its surroundings, and has collaborated with a number of restaurants, supermarkets, and grocery stores. The success of this company cannot be separated from the implementation of an effective marketing strategy, where the company utilizes various digital platforms and social media to introduce their products more widely to consumers.

Although Best Meat Alvino is quite well-known in the Lampung region, the company faces various challenges, especially related to the protection of Intellectual Property Rights (IPR) for their products. As it grows, it is important for Best Meat Alvino to maintain and protect their trademarks, recipes, and technologies to prevent

violations that harm the company. Therefore, the company is active in filing trademark and copyright registrations and ensuring that their innovations are well protected under applicable laws. With rapid market growth and continuous innovation, Best Meat Alvino continues to strive to become a major player in the meat processing industry in Indonesia, especially in the Sumatra region, by maintaining quality, complying with regulations, and protecting its intellectual property to support long-term business sustainability.

3. Best Meat Alvino's Strategy in Avoiding Intellectual Property Rights in Business

The following are some strategies implemented by Best Meat Alvino to avoid IPR violations:⁷

a. Trademark and Product Design Registration

One of the most fundamental steps taken by Best Meat Alvino is to officially register their trademark and product design. By registering a trademark, the company can ensure that their identity be it a logo, brand name, or packaging design is legally protected. This is very important to prevent competitors or other irresponsible parties from trying to imitate or use these elements that can confuse consumers and harm the company's reputation.

b. Protecting Recipes and Production Technology

In the food industry, recipes and technologies used in the production process are one of the most valuable assets. Best Meat Alvino strictly manages the confidentiality of their processed recipes, limiting access to only those who have a need to know. In addition, the company strives to continuously develop new products and register their innovations in the form of copyrights or patents, if possible. Protection of these unique recipes and production technologies is very important to maintain a competitive advantage in the market.

⁷ Aziz, R. (2023). HKI Buku Menjadi Mahasiswa Kreatif

c. Internal Training and IPR Awareness

Best Meat Alvino realizes that good IPR management is not only the responsibility of management, but also of all team members involved in daily operations. Therefore, this company regularly holds training to employees about the importance of IPR and how to protect their intellectual property. This training aims to increase employee understanding of the importance of maintaining and protecting innovation and creating a company culture that respects copyright, brands, and patents.

d. Market and Competitor Monitoring

Best Meat Alvino also regularly monitors the market and competitors. They involve a legal team to ensure that no party tries to imitate their products or brands. Through this monitoring, the company can immediately identify potential violations that can be detrimental, whether in the form of similar products or almost similar brands. Thus, the company can act quickly to address problems that arise.

e. Collaboration with IPR Consultants

To strengthen their IPR protection, Best Meat Alvino also collaborates with experienced IPR consultants. These consultants help companies navigate various aspects of IPR law, from registration to handling legal disputes that may arise. By having an IPR consultant, the company can ensure that every step taken in managing its intellectual property is in accordance with applicable regulations.

f. Dealing with IPR Violations with Legal Action If an IPR violation occurs,

Best Meat Alvino does not hesitate to take the necessary legal steps. This action can be in the form of sending a warning letter or even a lawsuit against the party proven to have committed the violation. In this way, the company shows that they are serious about protecting their intellectual assets, as well as sending a message to competitors that violations of their IPR will have strict consequences.

g. Educating Consumers and Business Partners

Best Meat Alvino also educates consumers and business partners about the importance of buying original and registered products. In addition, they actively disseminate information about legitimate products and how to distinguish their products from counterfeit products. Thus, the company not only protects itself from violations, but also strengthens relationships with consumers who value the quality and authenticity of the product

h. Product Innovation and Diversification

To ensure better protection of IPR, Best Meat Alvino continues to innovate and diversify its products. By creating new products that have unique characteristics, they can reduce the risk of imitation. For example, the company develops processed meat products with unique added value, such as low-fat meat and products based on local raw materials that have not been widely imitated by competitors.

C. CONCLUSION

Overall, Best Meat Alvino has shown that protecting Intellectual Property Rights (IPR) is not only important, but also an integral part of their business strategy. As a company engaged in the food industry, especially meat processing, they are very aware that maintaining the authenticity and quality of products is very important for long-term business sustainability. With the development of technology and an increasingly competitive market, maintaining IPR is not just an option, but a necessity that cannot be ignored. The strategy implemented by Best Meat Alvino in avoiding IPR violations includes various complementary steps. From brand registration and product design, recipe and technology protection, to internal training for employees to ensure a common understanding of the importance of protecting IPR. All of this shows that this company is very serious about protecting every aspect of the intellectual property they own. They do not only rely on one strategy, but combine several comprehensive and consistent preventive steps in preventing detrimental violations.

In addition, the company also prioritizes cooperation with experienced IPR consultants, who can provide guidance and help

them manage all legal matters related to IPR. This is proof that Best Meat Alvino not only cares about their products, but also understands the importance of the legal aspects surrounding them. Market monitoring and strict action against violations are also no less important, because with these actions, they show that the company is committed to maintaining consumer trust and maintaining brand image. However, not only from the internal side of the company, Best Meat Alvino also tries to increase awareness outside the company. Educating consumers and business partners about the importance of buying original and registered products is also a smart move, because in today's fast-paced business world, consumers and partners who understand IPR will appreciate and support the sustainability of their business more.

The continuous innovation carried out by Best Meat Alvino is also an important strategy. By continuing to create new products that are not only of high quality, but also have added value and uniqueness, they indirectly strengthen the protection of their IPR. This new product can be a differentiator that makes it easier for them to protect their intellectual property and reduce the possibility of imitation by competitors. Overall, Best Meat Alvino has successfully designed a solid and effective IPR protection system. They do not rely on just one method, but they combine various comprehensive efforts to ensure that their intellectual property is well protected. Through these strategies, Best Meat Alvino can maintain its position in a competitive and growing market without having to worry about IPR infringement that can harm the company. In the future, by continuing to innovate and strengthen their IPR protection strategy, Best Meat Alvino can go further and stay relevant in an ever-changing market.

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