



Intellectual Property of Batik Motif Copyrights in Batik Tulis Banyuripan Community, Klaten, Central Java

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Abstract- Batik Tulis Banyuripan Community which located in Banyuripan Village, Bayat District, Klaten Regency, Central Java Province is one of the center for handmade batik that is committed to use natural dyes. Batik Tulis Banyuripan Community run by the women of Banyuripan Village has been actively operated since 2012 and already has 4 groups which consist of several villages in Banyuripan Village. Each of the batik group has 25-40 artisans. Plagiarism is one of the problems faced by the community, since they still do not have a good intellectual property inventory system, so that the intellectual rights that have been created cannot be documented properly neither through writing nor visually. This community service activity aims to increase the competitiveness of Batik Tulis Banyuripan Community by providing technical guidance of intellectual property inventory of batik motif copyrights of Batik Tulis Banyuripan Community, so that it can increase economic added value and productivity of batik artisans in Batik Tulis Banyuripan Community and the community in its surroundings. The implementation method that is used is through discussion with the batik artisans in Batik Tulis Banyuripan Community and of technical guidance assistance of intellectual property inventory implementation.

Keywords- *Plagiarsm, Intellectual Property Rights Inventory, Product Sales Value*

I. INTRODUCTION

Banyuripan is located in Bayat District, Klaten Regency. One of the special and unique aspects of this village is there is a community of housewives who have special activity; creating batik. With important participation of a trainer, a well-known natural dye batik entrepreneur in Yogyakarta, these women were equipped with an understanding of the skill and process of creating batik. Also equipped with batik fabrics and natural dyes from various leaves, woods, and roots, these women started to create and innovate with the batik tools that they get from the training. Over time, there is a community that accommodates the needs of these batik produces, with missions to bridge batik products with consumers in the market. The batik artisans group in Batik Tulis Banyuripan Community is divided into 4 classes; class A, class B, class C, and class D. At

first, there are five groups registered, but 1 group namely the class E is not active because they stop their batik activities. Even so, it does not dampen the enthusiasm of women artisans from other group.

By looking at the potential opportunities owned by the Batik Tulis Banyuripan Community, several problems that are difficult for the batik artisans to deal with arise. One of the problems is related to the intellectual property of batik artisans [1]. The real problem that arises is the plagiarism of batik motifs that actually are the typical motifs originating from Banyuripan Village. The popularity of local batik has sparked interest in other batik such as foreign producers (China and Vietnam), which mimic the design of local batik producers [2]. This plagiarism caused disappointment to some artisans who felt that their art was not valued and used or copied by others without permission. Another real problem is the lack of an inventory of intellectual property owned by Batik Tulis Banyuripan Community, so that the community does not have the media to record the various motives that have been created. However, these two problems are strongly related, because the Intellectual Property Rights (IPR) in the field of Copyrights is one of the efforts to save batik motifs from plagiarism [3].

The artistic value of batik is special because batik motifs created by batik artisans are usually monumental and inspired by nature and the environment around them [4]. Therefore, the artistic value contained in a batik motif is one of the competitive advantages with other products [5]. Plagiarism decreases the value chain of batik products, so that it eliminates the artistic value in the batik fabric. Another impact is the reduction in customer interest with certain motifs, because the motifs is perceived as a product that is not special, and it reduces the economic price of the fabric. It is because the level of awareness and understanding of small and medium enterprises entrepreneurs towards copyright is still low [6].

Batik motifs inventory owned by Batik Tulis Banyuripan Community becomes a separate issue for batik products marketing. Batik motifs that are not properly inventoried can disappear from the community, causing inconsistencies in product motifs if they get orders on a large scale [7]. The majority of large scale orders are fabrics that are used for uniforms. Based on some of the problems outlined, this

dedication has a main focus which is to minimize the plagiarism and provide technical guidance in the preparation of intellectual property in Banyuripan batik motifs, so that it is expected to have a positive impact on the community, namely:

1. Increasing the competitiveness of the Batik Tulis Banyuripan Community
2. Providing technical guidance on the inventory of intellectual property copyright of batik motifs of Batik Tulis Banyuripan Community
3. Increasing the economic added value and productivity of batik artisans of Batik Tulis Banyuripan Community and Bayat community in general.

II. METHOD

In the implementation of the program, the solutions to overcome the problems about plagiarism and the inventory of product intellectual right in Batik Tulis Banyuripan Community will be done with 5 stages as follows:

- The activity is carried out with a discussion model with batik artisans in Batik Tulis Banyuripan Community, especially the one that is related to product identification and intellectual property of batik motifs.
- Intellectual Property Inventory Guidance

Provide an understanding of the importance of the protection of Intellectual Property Rights, which includes the types of IPR, procedures for obtaining IPRs, and managing IPRs as income generator. With the knowledge of IPR, it is expected that artisans can create new creations/innovations while maintaining quality and can increase product competitiveness.

- Assistance

The assistance is carried out by improving the governance of group inventory, which must be strengthened by a system or written rules and consolidating the duties and authority of group members. The division of tasks is more optimized according to the abilities of each member. Therefore, it is expected that organizational management can run more dynamically.

- Preparation of Motifs Inventory Book

Collecting intellectual property of batik motifs that have been produced by the artisans to be well documented. This inventory can also be used as marketing media as well as product catalogue, so that it can provide a choice of motifs for consumers, although the product does not yet exists.

- Registration of Batik Motifs Copyright

Preparing the requirements for copyright registration and copyright registration documents, and registering the copyrights to the Directorate General of Intellectual Property of the Ministry of Law and Human Rights of the Republic of Indonesia. This step is also intended as a training for batik artisans so that they do not feel difficult when they want to register their batik motifs.

Ron peksi motif is one of the banyuripan batik flagship motifs whose copyright has been registered:



Figure 1. Ron Peksi Motif

III. RESULT

The first stage is carrying out activities of discussion model with batik artisans of Batik Tulis Banyuripan Community. This discussion is carried out with the aim of identifying the richness of existing batik motifs to obtain unique motifs that have their own unique values according to the uniqueness of the Banyuripan village. The discussion was carried out by the community service team with the managers of Batik Tulis Banyuripan Community on June 17, 2019 at the Batik Tulis Banyuripan Showroom. The identification of batik motifs is carried out by tracing the philosophy and meaning of the batik motif. After that, it is written in an article, arranged into a background story of making the batik motifs. The batik motifs made by Banyuripan batik artisans are mostly based on the contents of the heart and the conditions that are being experienced by the artisans at the time, so that the existing motifs are the creative creation from the batik artisans.

The second stage is the socialization activity which aims to provide an understanding of the importance of the protection of Intellectual Property Rights which includes the types of IPRs, procedures for obtaining IPRs, and managing IPRs as income generators. With the knowledge of IPR, the artisans are expected to be able to create new creation/innovations while maintaining quality and can increase product competitiveness. Based on a joint decision, the socialization activity was carried out on July 13, 2019 at the Banyuripan village hall, which was attended by the representatives of each batik group in the Banyuripan village. The socialization was carried out with the theme of technical guidance on inventorying intellectual property rights of batik motifs. The activity was attended by 50 members and managers of the Batik Tulis Banyuripan Community. The activity took place from 12.00pm to 15.30pm with very enthusiastic participants. The activity took place smoothly and the participants gave very positive responses by giving questions related to batik motif copyrights. This proves

that the participants were very interested in the material that was presented.

The third stage is the assistance to make batik motifs innovations in order to continue to be able to provide attractive batik motifs. Besides, the assistance is also directed so that batik artisans have the desire to register their batik motifs as intellectual property rights in the Ministry of Law and Human Rights of Indonesia. This assistance process is directly related to the fourth and fifth stages, namely the preparation of product inventory books and registration of batik motifs copyrights. The making of product inventory book is done by collecting all the intellectual property of batik motifs owned by Banyuripan batik artisans. After that, the philosophy of making these motifs on each batik is compiled, so that the batik that has been created by the artisans has added value in art and history. Besides, the motifs owned by Banyuripan artisans will also be documented better. Registration of batik motifs is done by selecting representatives from each group in Batik Tulis Banyuripan Community. This is done with the purpose that the artisans have higher appeal to register the results of their other work and protect the work from plagiarism.

IV. CONCLUSION AND RECOMMENDATION

A. Conclusion

The community service activity that is carried out in Batik Tulis Banyuripan Community has been worked according to the plan. The arrival of the community service team get a positive response from the members and managers of Batik Tulis Banyuripan Community, so that it eases them to carry out the community service activities. The activity consists of five stages method conducted by the team systematically, namely: Discussion, Intellectual Property Inventory Guidance, Assistance, Preparation of Motifs Inventory Book, and Registration of Batik Motifs Copyright. All stages were carried out well and in accordance to the plan. Positive response from the batik artisans and good communication with the service team had a positive effect on the success of the implementation of this activity. By doing all stages of the activity method, there are several benefits that can be obtained, namely:

1. Increasing the competitiveness of Batik Tulis Banyuripan Community.
2. Increasing knowledge and awareness of the intellectual property inventory of batik motifs in the Batik Tulis Banyuripan Community.

With the documentation of the wealth of the Banyuripan batik motifs, it increases the economic added value and productivity of batik artisans in the Batik Tulis Banyuripan Community and the community in Bayat.

B. Recommendation

Based on the evaluation results that are conducted after the implementation of all service activities, there are 3 main

suggestions that need to be considered. First, is the product inventory book of Batik Tulis Banyuripan Community that has been compiled, to always be considered and used as effectively as possible in marketing activities, so that the core objectives of this activity will be truly achieved. Second, it is expected that further activities will be able to help the advancement of the Batik Tulis Banyuripan Community, such as the socialization of marketing, innovation in making motifs, work motivation, enrichment of natural dyes, and et cetera. Thus, it can add insight, knowledge, and skills of batik artisans of Batik Tulis Banyuripan Community.

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