

ABSTRACT

MUHAMMAD FERDIAN/No. OF STUDENT : 13730082, THE POLICY ON THE EXISTENCE OF MICRO, SMALL AND MEDIUM BRAND TOWARDS BUSINESS COMPETITIES IN INTERNATIONAL LEVEL. Under the guidance of Prof. Dr. H. Faisal Santiago, SH, MM.

Indonesia as the member of ASEAN had been formed the partnership amongs the other member countries in the field of Small and Medium Micro Enterprises (SMEC). The competition getting tighter such as from China, Japan, and South Korea. Indonesian's SMEC product actually have creativity, inovation and human resourse that become competitive supremacy of themselves. But the products is less known by community abroad related to branding. It happens because the person is not carefully thinks as a serious matter so it is not possible for other country to do piracy to the local products.

Formulation : 1. How is government's regulation in optimizing the brand of UMKM at international level of trade? 2. How effective the implementation of UMKM branding in facing the business competition in global market? 3. How is the legal protection towards the UMKM branding in international trade? This research is using the normative juridical approach method.

Research results : Governments's regulation optimizes UMKM branding in the international level by : Applying international brand registration system based on the Madrid Protocol. To give policy or regulation which gives convinience to SMEC. To grow, encourage and synergize ASEAN policies at SME level from various aspects. To face the business competities in global market with following steps : simplify the procedures and brand registration process, accommodating new developments in branding, to give fairness to the brand's owner, to fullfill and ease the accsess of brand regulation globally, improve the law enforcement aspect, encourage the development of geographical indications through a more comprehensive arrangement which is there must be a regulation of the implementation of Undang-Undang Nomor 20, 2016 about Branding and Geographical Indication. Government should do SMEC brand securities in international level according to Madric Protocol and Undang-Undang Nomor 20, 2016 about Branding and Geographical Indication. this reaffirms the application of brand registration at the international level.

Suggestion : 1. The government needs to arrange teamwork between the related parties or foreign country. 2. Needs implementation of guidance and supervision of UMKM actors. 3. Must be giving law protection to the UMKM actors.

Keywords: Legal Policy Brand SMEC International Level.