
Local Wisdom and Product Competition Model of MSMEs Rambutan Tangkue Based on Intellectual Property In Curugbitung Sub-District, Lebak District

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ABSTRACT

Local wisdom is a view of life and also knowledge in which there are various life strategies which have a form of activity carried out by local communities which certainly helps to answer various problems, especially in meeting community needs. This research aims to determine the competition model in selling products for micro, small and medium enterprises in rambutan tangkue fruit, as well as to determine the concept of developing local wisdom (local wisdom), especially in micro, small and medium enterprise products for rambutan tangkue in Curugbitung District, Lebak Regency. This research uses qualitative methods with an empirical juridical approach. The data used includes primary data, secondary data and tertiary data. This research shows that the competition model for MSMEs rambutan tangkue products in Curugbitung District usually prioritizes cooperation with each other in achieving profits and superiority of rambutan tangkue fruit and the concept of developing local wisdom of rambutan tangkue fruit using the concept of production response, innovation-friendly processes and marketing strategies creative one.

INTRODUCTION

Local Wisdom is a view of life and also a science in which there are various life strategies that have a form of activities carried out by the local community which certainly helps to answer various problems, especially in meeting the needs of the community. Local wisdom in the form of wisdom that can be based on good values that are certainly believed, applied and always cared for or maintained for a long period of time and carried out from generation to generation by a group of people in certain environments and areas that are their residences or residences (Hawarima & Apriliana, 2017). Local wisdom is one of the valuable assets in the community. It reflects the knowledge, values, and practices that the community has accumulated over the years. A deep understanding of local wisdom is important in maintaining the cultural, environmental, and social sustainability of an area (Dwita, 2023). Wisdom in wisdom, wisdom as something that is needed, especially in the community in interacting, while the word local is seen from a place of value that may apply locally or may also apply universally.

Local wisdom has been based on being part of the life of the community which is wise and believed to be able to overcome problems in life in addition to that it also has a value which is very seen because it has positive benefits for the community, it is made in a system that has local wisdom to be developed by the community itself because in it there is a need to live, maintaining, also living in accordance with the conditions, abilities and values lived by the

community concerned. The positive impact of local wisdom is what allows some people to continue their lives sustainably.

The culture that exists in Indonesia is that local wisdom is classified as Traditional Cultural Expression (NRE), and which is classified as cultural heritage includes: oral traditions, performing arts, social practices, rituals, celebrations, knowledge, and what is often found in a person's talent skills that can produce traditional crafts. And all of that includes cultural heritage which of course if the community is more creative in it can be developed as well as can be a pride for the people who are the successors of the area (Anwar et al., 2018). Banten Province is based on local wisdom rich in natural resources where some people make a living to live their lives, in the culture that is developed and becomes a person's perspective value because indeed if it is developed with various innovations as well as strong determination, especially in carrying out a cultural heritage that is hereditary in children and grandchildren. There are various kinds of local wisdom in Banten Province which are considered to be quite positive for the younger generation, where the location is located in Lebak Regency which is also rich in natural resources, including the rambutan tangkue fruit which is said to be the area that produces the most fruit. Local wisdom is also a view of the life of a certain community regarding the environment in which they live. It is known that with local wisdom, the social and natural order around it is sustainable and maintained, local wisdom functions for the preservation of natural resources to social meaning, such as traditional ceremonies (Samdro, 2018).

Adhering to local wisdom itself has advantages which are one of the guidelines that can be imitated or become pride in developing the community's area. Some of the advantages of local wisdom include identity and cultural strength, where local cultural wisdom plays an important role in maintaining the identity of a community (Rosidi, 2022). Local values, traditions, languages, and practices create a strong identity for those who inherit and practice them. This enriches cultural diversity around the world. Furthermore, there is the preservation of cultural heritage, in the state of local cultural wisdom that stores history, stories, and ancient practices that allow respect for the past. Among them, there are art, music, folklore, and traditional practices that help preserve cultural wealth that can be lost if not preserved. Then solidarity and togetherness that local cultural values often strengthen social relations and solidarity in community members, he emphasized that in society there is mutual cooperation, concern for others, and helping each other build a strong foundation for common life (Efendi & Ibrahim, 2018).

Local wisdom can also provide balance with nature because many of the local cultural values rely on harmony with nature. It includes practices that promote environmental sustainability and maintenance, providing an in-depth understanding of ecological balance. And it should be remembered that on the other hand, local wisdom has shortcomings, among others, that can be an obstacle to innovation, because there has been a strict defense of tradition that can hinder innovation and new development, and some traditional practices may hinder technological progress or modern solutions in various aspects of life (Tasia, 2022). In addition, there are also Social Restrictions because some local cultural values can limit the role and freedom of individuals in the community. especially those related to gender, opportunity, or human rights. Then there is a conflict with universal values where local cultural values can conflict with universally recognized values, ranging from gender equality issues to human rights. And also the influence of globalization which often threatens the preservation of local cultural wisdom (Wahyudiono & Susanto, 2017).

Based on the era of digitalization that is increasingly developing in an era where economic growth and development, including micro, small and medium business products in Lebak Regency, play a very important role for the community to lift the reproduction of a well-known item to various regions, as well as remind the economy in the area. The activities in

Micro, Small and Medium Enterprises are a way for creative production in an area to be known and provide considerable business opportunities for business actors everywhere, especially in Lebak Regency, because of the birth of micro, small and medium enterprises (MSMEs), the existing economic growth is able to develop products, especially rambutan tangkue in Lebak Regency where the marketing level can be global and certainly achieve profits which is promising.

It turns out that on the other hand, micro, small and medium enterprises have advantages including:

1. Micro, Small and Medium Enterprises are able to absorb more workforce.
2. Supporting the growth and development of new entrepreneurs.
3. It has a unique and creative market segment that is implemented with simple and flexible management to all market changes.
4. Able to be used to utilize the surrounding natural resources. In fact, some MSMEs are able to reuse the remaining resources from various large industries. For example, unused pieces of fabric and so on.
5. It has the potential to develop. Especially with a lot of support (both from the government, other business actors, and the community).
6. Providing a variety of quality products at affordable prices to the community.

In addition to the advantages, there are also disadvantages in Micro, Small and Medium Enterprises, including:

1. Natural resources and human resources are still limited.
2. Marketing and distribution of its products are still limited. Only able to reach 1 or several areas.
3. Capital constraints.

Basically, fruit is one of the food commodities that has a very important function and is required for human consumption in order to meet a balanced diet. And in consuming fruit can also maintain and increase immunity. This is due to the many vitamins and minerals contained in the fruit. Among them, many vitamins and minerals play a role in the body's metabolic process. Furthermore, in addition to these two substances, fruit also contains fiber that is useful to help the digestive process. Lebak Regency is one of the regions in the province of Banten Indonesia, with a total of 28 sub-districts divided into more than 340 villages and 5 sub-districts. Rangkasbitung is the capital of Lebak Regency as well as the center of government in the Regency. According to data from the Cooperatives and SMEs Office, Lebak Regency has several micro, small and medium enterprises that have been developed and have also been registered with the directorate general of intellectual property, the following agency data includes:

It	MSME Name	Address	District	MSME ID
1	Rantemz Perkasa Utama, Pt	Btn Pasir Ona	Theft	3602XXXX XXXXXXXX
2	Btn Marketing	Siliwangi Pasir Ona	Theft	3602XXXX XXXXXXXX
3	Indomaret	Siliwangi	Theft	3602XXXX XXXXXXXX
4	Pt Saniqua Bamboo	Ona Sand	Theft	3602XXXX XXXXXXXX
5	Indra Karya, Pt	Ona Sand	Theft	3602XXXX XXXXXXXX
6	Alfamart Pasir Ona	Ona Sand	Theft	3602XXXX XXXXXXXX

7	Cipadang Indah, Pt	Jl Tb Hasan Kp Cimesir	Theft	3602XXXX XXXXXXXX
8	Pt Kerojimas Utama	Jl Tb H Hasan Kp Cimesir	Theft	3602XXXX XXXXXXXX
9	Stitda Ad-Dawah Campus	Jl Tb H Hasan Kp Cimesir	Theft	3602XXXX XXXXXXXX
10	Alfamart Siliwangi	Ji.Siliwangi Pasir Ona	Theft	3602XXXX XXXXXXXX
11	Yakult Warehouse	Jln Siliwangi Kampung Jaura	Theft	3602XXXX XXXXXXXX
12	Yamaha Dealers	Jalan Siliwangi Kampung Jaura	Theft	3602XXXX XXXXXXXX
13	Indomaret Balong	Kampung Kapugeran	Theft	3602XXXX XXXXXXXX
14	Banten Gemilang Perkasa Pt	Kampung Kapugeran	Theft	3602XXXX XXXXXXXX
15	Prudential Pt	Kampung Kapugeran	Theft	3602XXXX XXXXXXXX
16	Caraka Manggala Cipta, Pt	Central	Theft	3602XXXX XXXXXXXX
17	Agus Grocery Agent	Central	Theft	3602XXXX XXXXXXXX
18	Semarak Dana Cooperative	Central	Theft	3602XXXX XXXXXXXX
19	Budi Bahagia Pt	--	Theft	3602XXXX XXXXXXXX
20	Indomart	Kp Leuwi Kaung	Theft	3602XXXX XXXXXXXX

In addition to the amount of data above, Lebak Regency also has other micro, small and medium business products that have been and are marketed at Plaza Lebak which is a typical shopping center of Lebak Regency, including:

It	Product Name	Area
1	Palm Sugar Hariang	Squirt
2	Kepok Banana Chips (KPK)	Lebak Gedong
3	Dien Cookies	Pamarayan
4	Marchipew	Rangkasbitung
5	Salequ (Banana Sale)	Levi Damar
6	Emping Jengkol Tastes Very Good	Cipanas
7	Keceprek Melinjo Eka Putri	Sajira
8	Crispy Bitter Melons Any Mother	Sajira
9	Hasna Snak Makroni and Basreng	Curugbitung
10	Chocolate Banana Chips	Ci Panas
11	Maikah Banana Crackers	Warunggunung
12	Baduy Coffee	Baduy

13	Red Ginger Juice	Lewidamar
14	Iran Bamboo Root	Curugbitung
15	Ashtray Motif	Curugbitung
16	Bamboo Plate	Rangkasbitung
17	Bamboo Flower Pot	Ci Panas
18	Ratu Polah's Skills	Rangkasbitung
19	Baduy Batik Tablecloth	Rangkasbitung
20	Cocolapa (Virgin Coconut Oil).	Squirt

From the results of the interview of Mr. Imron as an Employee at Plaza Lebak that of several micro, small and medium business products marketed in the plaza where the shopping is located, there are indeed product brands that have been registered, including the micro, small and medium business products Hariang Gula Aren and this product has been exported abroad and is certainly a pride for the local community in Lebak Regency. In addition, there are still many micro, small and medium business products produced from natural resources, for example in fruit products in Lebak Regency, including:

It	Fruit Product Name	As long as
1.	Alfukat Jayabaya	Warunggunung
2.	Durian Baduy	Baduy
3.	Rambutan Tangkue	Curugbitung
4.	Curbit Hamlet	Curugbitung
5.	Campedak Jackfruit	Curugbitung
6.	Mangosteen Sekarwangi	Curugbitung
7.	Cilame Breadfruit	Curugbitung

Of the several names of micro, small and medium business products, especially those in Lebak Regency, have not been fully registered with the directorate general of intellectual property because some people have their own reasons and constraints, as for the reasons that the community has, the main factor is in the cost which is indeed one of the main factors when the name of the micro, small and medium business product has not been registered, besides that the community also thinks that to register their own products must meet the requirements and steps that are considered complicated, which some think is only a waste of time, energy and money, therefore from here it is clear that the role of the government function is very much needed to help the community in the registration process, especially in Curugbitung District, Lebak Regency. In addition, Lebak farmers have superior products and these are found in Lebak fruits such as mangosteen, durian, duku, chili, and rice. Business competition, especially micro, small and medium business products, does not always produce a positive impact because it is indeed seen in terms of the number of Indonesia citizens who have a profession as entrepreneurs is increasing, which is increasing every year and even reaching 3.10% of almost the total population in Indonesia. Therefore, it is necessary to create a rule that can regulate healthy competition and of course anti-monopoly to provide welfare for the people of Indonesia.

Apart from that, the results of the existing competition, especially the Lebak Regency area, provide a new innovation that can be created from various existing entrepreneurs because of the fierce competition. Judging from other correlations, there are still many competitions that produce negative impacts, including those found in unhealthy business competition among the community, especially those who have a profession as entrepreneurs, where they sometimes compete only in understanding the potential of each personal interest, both individuals and

legal entities. A competition is called pure competition if in the market there are many companies that sell the same identical product. Products from many companies are indistinguishable from trademarks or labels. Each seller is a very small part of the market, so it cannot affect the price. So sellers in pure competition must follow the price in the market. This price is determined by the interaction between industry supply and industry demand (Maryanto, 2017).

In the development in this reform era, there have been some fundamental changes, especially in the field of economic and business law, which can be marked by the birth of Law Number 5 of 1999 concerning the prohibition of monopoly practices and unfair business competition. This law is regulated to create a healthy business and free from the practice of collusion, corruption, and nepotism. This law also regulates several prohibitions on monopolistic practices and other unfair competitions in the hope of providing guarantees of legal certainty and the same legal protection in every business actor in Indonesia (Agustina et al., 2023). In unfair business competition, where a marketing activity arises on goods and or services that are carried out in dishonest or unlawful ways which can result in very complex, especially when viewed in this modern era which is complex and its various forms. And it all requires a fair supervision in regulating the competition process which is certainly healthy and siding with micro, small and medium enterprises (MSMEs) that have limited resources, including digital. In the development of micro, small and medium enterprises, there needs to be a rule to provide protection and justice for business actors, usually from every product owned by business actors there is a trademark related to intellectual property. It should also be noted that business competition has advantages and disadvantages in the world of marketing, here are the advantages of business competition:

- a. Prices are actually formed through price mechanisms. The price that was formed did not have any intervention from the government or producer associations.
- b. In the long run, there will be prices that benefit consumers because prices are formed from the average minimum cost. So that the market guarantees the production of products at low costs.
- c. Perfect competition does not require advertising, because the type of goods, quality, and price are almost the same.

The weaknesses in business competition include:

- a. The profits received are on a normal scale, so it is difficult for some companies to provide funds for development.
- b. Consumers can feel saturated in their purchases, because the products on the market are homogeneous products. Thus limiting consumer choices.
- c. Perfect competition can incur social costs. Companies that ignore social costs will cause production activities that are detrimental to the community. For example, pollution, excessive use of preservatives, and others.

Competition is indeed very common in the community, especially micro, small and medium enterprises in Curugbitung District, Lebak Regency, which at this time, in the competition has a variety of generic competition, which is a mode of *generic* competition, which usually occurs because two or more companies target the same target market or consumers. In addition, there is a competition that is assessed in terms of the form and type of competition, this competition arises between two or more business actors who produce the same goods or services, including rambutan tangkue fruit. Therefore, various competitions arise to make the same product called industrial competition. Apart from that, in Curugbitung sub-district there is also competition in their brands, because they offer similar products and relatively the same prices, especially in rambutan tangkue in Curugbitung District, Lebak Regency, and in Curugbitung District, the competition model is ordinary like other entrepreneurs because sometimes in the marketing process, it turns out that farmers often

collaborate which prioritizes consumer needs rather than achieving their own profits and This is clearly avoided from unfair competition and anti-monopoly in accordance with the provisions of the law.

Intellectual Property (IP) is the result of thought in the form of ideas or ideas that are realized or expressed in the form of inventions, works of literary and artistic science, designs, certain symbols/signs, creations of the layout of semiconductor components and varieties that are bred as a result. This expression will become a legal product and be attached to an Intellectual Property Right, Intellectual Property Rights (IPR) if processed through applicable procedures and provisions so that it can be said that IPR is a legal product in the form of rights arising from the intellectual property produced. The results of the IP are then used in the world of trade so as to produce economic value for the inventor/creator of the creation (Ferianto, 2017). In its journey to become an IPR product, it requires the applicable stages and procedures, which are regulated in accordance with laws and government regulations. These procedures and stages are usually considered difficult and complex by IP producers so that there are still many IP results that have not been submitted for IPR. The impact of this condition is that the economic benefits of IP that have been used by the public have not been optimally felt by IP producers. Therefore, this IPR Guidebook is prepared as one of the efforts to help IP producers and readers in general understand the theory, legal basis and procedure of the process of IPR becoming IPR so that it is expected to help provide knowledge and understanding about IPR more easily and encourage an increase in overall IPR productivity in Indonesia. Intellectual Property is a right that can be enjoyed from the results of a person's intellectual creativity in an economic aspect. Therefore, the existence of objects regulated in intellectual property is a work born from the abilities possessed, especially human intellectuals.

Intellectual property is able to provide benefits in various areas of life, both social and economic. In addition to economic benefits through trade and investment, intellectual property is also able to provide benefits in the social and cultural fields. The existence of intellectual property is able to change social behavior into behavior that always wants to appreciate the work of others, such as copyright. Patent protection is also able to change social habits into positive behaviors, namely always wanting to develop science and technology through a culture of research based on benefits for human life (Hidayah, 2017). This intellectual property has been included in a category as an intellectual property that can give birth to a work in it in the form of knowledge, art, literature, and even technology. What is a matter of pride about intellectual property is also part of an economic law and is also one of the agendas of free trade liberalization and this has all been contained in the agreement to establish the World Trade Organization.

RESEARCH METHOD

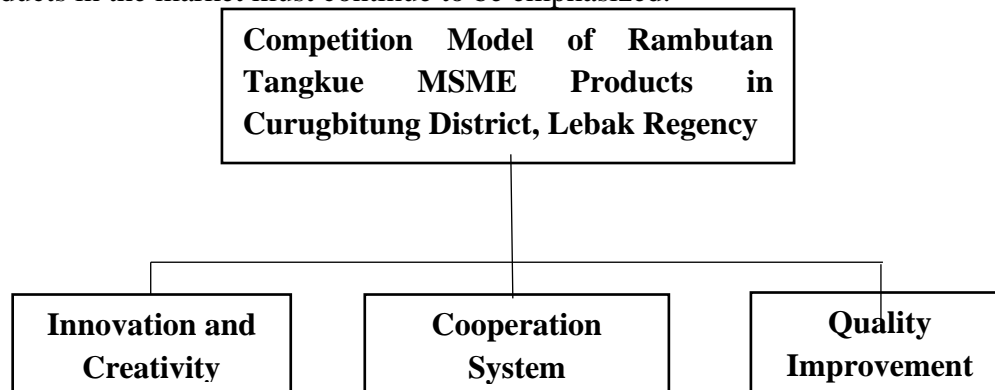
Based on the background and research objects raised in this study, the approach method used in this study is a qualitative method with an empirical juridical approach. What this means is empirical juridical research is legal research on the enforcement or implementation of normative legal provisions directly on every specific legal event that occurs in society. In accordance with this, in this study the author uses data sourced from legal materials primary data Primary data is data obtained directly in the field, in this case obtained by direct interviews by asking the interviewees, especially with the local community and authorized people, knowing and related to competition in the products of micro, small and medium enterprises in rambutan tangkue, The interview system used in this study is a structured interview, which means that a list of questions is prepared first. Secondary data where this data supports information or supports the completeness of primary data such as Laws such as Law Number 5 of 1999 concerning the prohibition of monopolistic practices and unfair business competition, then Law Number 32 of 2009 concerning local wisdom and the Law on Intellectual Property

Rights. Tertiary data is supporting data that can provide clues and also materials to provide information on primary and secondary data. Data analysis techniques use descriptive analysis.

RESULTS AND DISCUSSION

Competition Model of Micro, Small and Medium Enterprises Rambutan Tangkue Products Based on Intellectual Property in Curugbitung District, Lebak Regency

Competition is natural and common in various aspects, including the economy, as seen in micro, small and medium enterprises (MSMEs) in Lebak Regency. Healthy competition, in accordance with Law No. 5 of 1999 on anti-monopoly, can motivate business actors to increase productivity and quality. On the other hand, unfair competition can harm business actors and threaten business continuity. Lebak Regency, rich in natural resources, especially the agricultural sector, has made a significant contribution to the local economy. One example is the Rambutan Tangkue MSME business in Curugbitung District. The production and marketing of rambutan fruit, while profitable, faces challenges in brand protection and intellectual property rights. Trademark registration at the Directorate General of Intellectual Property is important to protect products and encourage fair competition. Although many business actors in Curugbitung have not registered their brands due to cost and procedure reasons, the importance of trademark registration to protect and strengthen the position of products in the market must continue to be emphasized.



Source : Mr. Amsori as Rambutan Tangkue Farmer (Wednesday 15 May 2024)

Innovation and Creativity

According to Mr. Amsori as a rambutan tangkue farmer, in the competition of micro, small and medium enterprises of rambutan tangkue in Curugbitung District, Lebak Regency, that in the competition there are those based on innovation and creativity and this is also included in the category of healthy competition because business actors tend to encourage innovation and creativity, business actors have tried to create better products or services, efficient, and more in accordance with consumer needs, for example during the dry season, consumers need a spicy and sweet food, therefore a difference is made in the innovation of rambutan fruit which is changed into food mixed with chili peppers, salt and sugar which is processed into pickled rambutan fruit and fishes the tongue with seasonal adjustments, therefore it is not surprising when the rambutan season with hot weather varies, some are in natural form and some are in processed form.

Cooperation System

The results of the interview with Mr. Amsori as a rambutan tangkue farmer that business actors and rambutan fruit farmers in Curugbitung District, Lebak Regency, when there has been a harvest, the community simultaneously harvests with the aim of selling to collectors and to direct consumers, because not all people meet the needs of consumers, for example, when the stock of products has run out, usually people take goods to other business actors, On the other hand, the first business actor helps sell so that it sells faster, although the profit of the second

business actor is limited by selling directly to consumers, but this cooperation system is very helpful to speed up the sales process as well as reduce the decay period in Rambutan Tangkue micro, small and medium business products.

Quality Improvement

The results of the research as well as an interview with Mr. Amsori as a rambutan tangkue farmer to improve the quality of this tangkue rambutan tangkue micro, small and medium business actors located in Curugbitung District, Lebak Regency, the community always improves the quality of their products, business actors usually listen to all kinds of feedback from consumers and customers where business actors always make continuous updates to meet consumer needs, For example, what often happens when a rambutan fruit product experiences rot, business actors routinely check in each packaging where the packaging is still tied so that it does not spread to other fruits in order to reduce spoilage and that is usually a dissatisfaction for consumers.

Of the three competition models implemented by Rambutan Tangkue MSME actors in Curugbitung District, Lebak Regency, the main principle of the community is togetherness and cooperation, although this may result in minimal profits compared to direct sales to consumers. This cooperation, while reducing potential profits, helps accelerate sales and reduce the risk of losses due to harvest time constraints. In an interview with Mr. Imron from the SME office, it is known that although the government has socialized healthy competition, support in expanding marketing and introducing local wisdom of Rambutan Tangkue is still minimal. The government is expected to be more active in helping to promote local products so that they can be known more widely and become a source of pride and inspiration for future generations. In the context of business ethics, the competition is expected to remain in accordance with applicable regulations to create healthy competition and anti-monopoly. Here are some theories of business ethics, including:

1. Deontological Ethical Theory

Based on this *theory of deontological ethics*, the micro, small and medium rambutan tangkue businesses in Curugbitung District, Lebak Regency in their sales go through a process to achieve promising profits, the process carried out by community business actors in Curugbitung District starting from the process of harvesting, packaging or binding, even to sales. And it is very common and frequent that the people of Curugbitung district do in improving their economy.

In this theory there is a belief that something good begins with a person's success in doing a task or doing his obligations, then in this theory it is known to be contrary to *the teleological* theory which assumes that all things that God creates in this world must be to serve all humans, the main focus is on *the theory of deontology* is a human duty or obligation and overrides its consequences. In the theory of deontology, this is also everything done by business actors who are expected to comply with existing regulations and not pursue momentary profits.

2. Teleological Ethical Theory

This ethical theory is based on the principle that business people and micro, small and medium enterprises in Curugbitung District, Lebak Regency in competing do not know the SOP mechanism, usually the process they think about is only the final result in achieving victory or profit, and some people have done such a thing, but the business they do does not last long or is not sustainable because from their behavior they prioritize profits, not through a process like business actors carried out by the people of Curugbitung District, Lebak Regency.

Based on the Teleological Ethics Theory, it states that the good or bad of an act depends on the goal it achieves. An act that is indeed considered good but does not produce something meaningful, then according to this school it is not appropriate to be considered

good. Be honest, wise, committed to promises, sincere, respect for elders, that is what is called good, because indeed the results of the deeds done are good. It is not because of the internal properties of the act. Likewise, lying behavior, being arrogant, violating the rights of others, deceiving the public, is bad, because what is produced from these actions is bad (Maiwan, 2018).

3. *Virtue Ethics Theory*

This theory concerns something done by micro, small, medium, rambutan tangkue business actors in Curugbitung District, Lebak Regency, where the community or business actors see someone with behavior that does not pursue any profits in terms of business or business, in fact, in this theory supports or encourages business actors not to be selfish, and even have good intentions to work together.

Of the three ethical theories, the researcher analyzes a competition that has a more positive impact on other business actors, which lies in the *ethical theory of virtue*, which is in accordance with the problems in Curugbitung District, Lebak Regency where competition is ordinary, prioritizing cooperation and encouraging other rambutan tangkue business actors and this prioritizes someone in business without prioritizing profits. On the contrary, in the implementation of the business, it provides opportunities for cooperation to support each other without selfishness. On a legal basis in accordance with the provisions of Law of the Republic of Indonesia Number 5 of 1999 is a law that regulates the prohibition of monopoly practices and unfair business competition in Indonesia. Of course, this law has the purpose of regulating business competition so that it runs or directly in a healthy and fair manner between business actors, and has the hope of improving the welfare of the community as a whole. Actually, in the existing rules in Indonesia, there is already a Business Competition Supervisory Commission or ICC, as an independent institution has been appointed by Law No. 5 of 1999, as an institution in charge of supervising and enforcing the implementation of the law. The current ICC was formed based on the Decree of the Resident of the Republic of Indonesia No. 75 of 1999.

Actually, the enforcement of the law on competition for micro, small and medium enterprises, especially in Curugbitung District, Lebak Regency, can be carried out by the police, prosecutor's office, and courts. In this case, the court is a place to settle cases officially established by the state, but for business competition law, dispute resolution at the first level is not resolved by the court. The exact reason is because business competition law requires specialist people who have a background and understand the ins and outs of business in order to maintain market mechanisms. Institutions that enforce business competition law must consist of people who not only have a legal background, but also economic and business. This is very necessary considering that business competition is closely related to the economy and business. Another reason is the need for an institution that specifically resolves cases of monopolistic practices and unfair business competition so that various cases do not pile up in court. Institutions that specifically resolve monopolistic practices and unfair business competition can be considered as an alternative dispute resolution, as long as the alternative meaning here is outside the court. In Indonesia, such institutions are often considered quasi-judicial, they have been known for a long time. To oversee the Law on the Prohibition of Monopoly Practices, Article 35 states that the Commission has certain duties. In general, the duties of the Commission can be described as follows:

1. Conduct an assessment of prohibited stacks of actions based on three existing categories (prohibited agreements, prohibited activities and dominant positions);
2. Take action in accordance with the commission's authority;
3. Providing advice and consideration on the government's competition policy;
4. Compile guidelines and/or publications related to this law;

5. Report the results of the commission's work periodically to the House of Representatives and the President.

Article 36 of Law No. 5 of 1999 regulates the authority of ICC, starting from receiving reports from the public or business actors about alleged violations of the law to imposing administrative sanctions for violators of the provisions of the law. This article further explains the authority of ICC as follows:

- a. Requesting information from Government agencies in relation to investigations and/or inspections of business actors who violate the provisions of this law;
- b. Receive reports from the public and/or business actors about suspected monopolistic practices or unfair business competition;
- c. Conduct research on the alleged existence of business activities and/or business actors that may result in monopoly practices and/or unfair business competition;
- d. Conduct investigations and/or examinations on cases of alleged monopolistic practices and/or unfair business competition reported by the public or business actors or found by ICC as a result of their research;
- e. Conclude the results of the investigation whether or not there are monopolistic practices and/or unfair business competition;
- f. Summoning business actors who are suspected of having violated the provisions of this law;
- g. Summoning and presenting witnesses, expert witnesses, and any person deemed to be aware of a violation of the provisions of this law.
- h. Requesting the assistance of investigators to present, business actors, witnesses, expert witnesses or any person as referred to in letters e and f, who are not willing to comply with ICC's summons;
- i. Obtain, examine and/or evaluate documents or other evidence for investigation and/or examination.
- j. Deciding and determining the existence and/or absence of losses on the part of other business actors or the community;
- k. Notify the Commission's decision to business actors who are suspected of monopolistic practices and/or unfair business competition;
- l. Imposing sanctions in the form of administrative actions to business actors who violate the provisions of this law.

To compete with products, especially in the case of micro, small and medium enterprises, it is necessary to implement a competitive strategy that provides incentives for companies to win every venture. This strategy is known as a generic strategy, and according to Michael Porter it is a corporate strategy that aims only to outperform its competitors in similar trades or products with the same items. In this general approach, there are three methods that may be useful to outperform a business of micro, small and medium enterprises rambutan tangkue in Curugbitung District, Lebak Regency. Including:

1. Overall cost advantage

In an advantage to achieve overall costs in micro, small and medium enterprises in Curugbitung District, Lebak Regency by using low-cost leader strategies and various functional policies to achieve this main goal. Micro, small and medium enterprises are advised to use this low-cost strategy because it can focus on products with very low costs and is usually used for customers who are easily affected by price shifts and use price as an important factor in making decisions. Businesses can usually survive price competition until they become market leaders if they implement this strategy consistently.

2. Differentiation

Micro, small and medium business actors in Curugbitung District, Lebak Regency are encouraged to use this differentiation strategy to change existing products or services with the aim of creating something new and becoming one of the first products to be felt by the industry and become a unique thing. In this strategy, business actors try their best to make their products unique in their industry in various aspects, so that they can be appreciated globally. In contrast to the overall advantage strategy, the differentiation strategy allows businesses to set a higher price for their products, which results in customer loyalty because consumers can be bound by differentiation features that can include superior service and product availability.

3. Focus

This focus strategy, if applied to the competition of micro, small and medium enterprises in Curugbitung District, Lebak Regency, is different from others because it emphasizes the possibility of entering the narrow scope of competition. Because the method must be completely flexible in the scope of the market business. This focus strategy aims to gain an edge in the target segment, but it lacks a general advantage.

Third, the application of competition strategies in micro, small and medium business products emphasizes more on competitive principles by using an overall cost advantage strategy or a low-cost strategy, which adjusts to the ability of consumers when purchasing micro, small and medium enterprises, especially in rambutan tangkue products in Curugbitung District, Lebak Regency. In addition, the factors of business competition that often occur are usually due to the existence of products that are traded with the same item, then the same distribution channel, changes in price fluctuations and the same production suppliers. Therefore, in the existing problems so that healthy competition is established, it is certainly anti-monopoly, especially in micro, small and medium business products in Curugbitung District, Lebak Regency.

This is a problem that must be faced in the era of globalization. To win in business competition, quality competitiveness is necessary. Product quality and location. For the products (goods/services) sold to win the competition, the installed products must have competitive quality. To achieve this, the product must pay attention to the following: (Hafidhuddin, 2003)

- a. The products sold are products that are needed by consumers (products that sell well, not products that can be made by manufacturers).
- b. Products are memorable, meaningful, likable and efficient
- c. It is low risk and easy to adopt in its use
- d. The brand/logo improves the psychological identification of the product and consumer loyalty.

A market, also called a place, is a place where the product or service being sought is sold. There are various types of places to sell products, ranging from traditional markets to modern markets such as supermarkets and malls, and this choice will change according to the business capabilities in question and will be an opportunity to get promising profits, especially for micro, small and medium enterprises in Curugbitung District, Lebak Regency. Additionally, what needs to be noted is the ability to understand the various basic components needed to gain a competitive advantage, including the following: (Basrowi, 2020)

1. Delight consumers

In selling any product, especially in micro, small and medium businesses, rambutan tangkue in Curugbitung District, Lebak Regency, customer satisfaction must be prioritized because it is an advantage that must be sought so that the product or service can compete with competitors. soothing from various aspects, such as providing

satisfaction and high quality. For example, satisfactory service, smooth communication, and no complaints; or, at least, respond to complaints immediately and without delay.

2. Consumer experience

Business actors and businesses, especially in the products of micro, small and medium enterprises, rambutan tangkue in Curugbitung District, Lebak Regency, that both negative and positive experiences told by customers are usually important records that last a lifetime. So, provide stakeholders and customers with a pleasant and satisfying experience. A pleasant experience will be remembered for a lifetime and will probably be told by other customers. On the contrary, bad stories will quickly spread between friends and neighbors. Because products, especially rambutan tangkue in Curugbitung District, must be superior in terms of price, value, and customer satisfaction, and must provide the best customer experience.

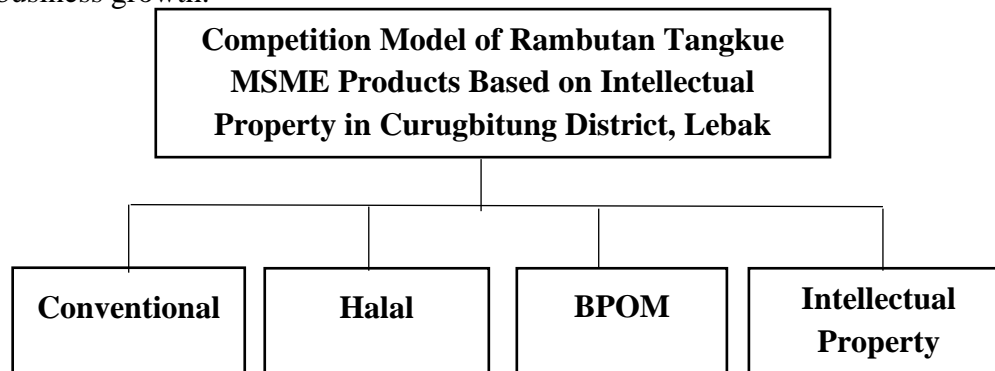
3. Recordable product attributes

Every product of micro, small and medium enterprises rambutan tangkue in Curugbitung District, Lebak Regency that is included in it must be recorded. Attribute records benefit because they allow for upgrades from existing attributes. At least most of the features of our products or services can be known by consumers and employees, so there are no secrets and consumers do not feel cheated.

4. Unique service privileges

After the four components are well positioned, it is no less important how different services can be shown to consumers and customers as best as possible in order to provide satisfaction to consumers, especially in selling micro, small and medium enterprises rambutan tangkue products in Curugbitung District, Lebak Regency. And usually if this has happened, consumers quickly provide unique and interesting information about the services that the seller has provided.

Micro, Small and Medium Enterprises (MSMEs) products in Lebak Regency, such as Baduy weaving, Jaya Baya avocado, local coffee, palm sugar, durian, mango, rambutan, and bamboo handicraft products, including Kalimaya stone exported abroad, have played a major role in the local economy. In Curugbitung District, the marketing of Rambutan Tangkue in Sekarwangi Village has been carried out with healthy competition in accordance with Law Number 5 of 1999, which encourages cooperation to meet consumer needs. However, this product has not been registered with the Directorate General of Intellectual Property (DJKI) due to cost constraints and procedures that are considered complicated. In fact, trademark registration is important for legal protection and reducing legal risks. Based on Article 20 of 2016 concerning Trademarks and Geographical Indications, trademarks registered in the DJKI are recognized by law and receive state protection. The competition model for MSME products in Curugbitung District is in accordance with regulations, but it needs to be improved with intellectual property protection to ensure sustainability and business growth.



Conventional

Based on the competition model of micro, small and medium enterprises based on intellectual property in Curugbitung District, Lebak Regency, there is indeed a conventional model that is general as explained above, including: innovation and creativity, cooperation system, and quality improvement, this is common in Indonesia people, both those who already have a brand and those who do not have a brand. The product owned by the Rambutan Tangkue Micro, Small and Medium Business Actors already has a brand but does not have legal protection or has not been registered with the Directorate General of Intellectual Property for the reason of each actor, therefore the need for serious attention from the government to develop a micro, small and medium business operator, especially in this tangkue rambutan fruit.

Halal

The competition model of micro, small and medium enterprises rambutan tangkue based on intellectual property in Curugbitung District, Lebak Regency, in addition to its conventional nature, there is also halal certification because it has a very important influence in the sales process, especially in export destinations to increase the productivity of micro, small and medium enterprises in Curugbitung District, Lebak Regency. Apart from being in the export destination, halal certification also allows a company to enter the market with their products in meeting consumer expectations as well as to meet the markets of Muslim countries, Muslim consumers around the world, including western countries.

BPOM

In the implementation of the competition model for micro, small and medium-sized enterprises based on intellectual property in Curugbitung District, Lebak Regency, there needs to be supervision, especially in the food sector and is usually supervised by the Food and Drug Supervisory Agency (BPOM), because in the competition model based on intellectual property, the Food and Drug Supervisory Agency is very influential because it does have authority including: Issue product distribution permits and certificates in accordance with standards and requirements for safety, benefits and quality, as well as drug and food testing in accordance with applicable regulations.

Intellectual Property

Based on this intellectual property, there are various types including: copyrights, patents, brands, industrial designs, geographical indications, trade secrets, integrated circuit layout designs. With this, if someone has creativity and is in accordance with the intellectual property criteria, then it will have a positive effect, especially in providing legal protection, the competition model of micro, small and medium enterprises rambutan tangkue based on intellectual property in Curugbitung District, Lebak Regency already has a brand but has not been registered in the directorate general of intellectual property with each reason by business actors and most often occurs in general constrained by costs and time that are often experienced by business actors, especially micro, small and medium business products rambutan tangkue in Curugitung District, Lebak Regency, therefore the role of the government is very important in order to provide strong awareness for the community to always strive to improve products to generate promising profits in addition to being able to get legal protection to maintain the brand of business actors in avoiding piracy from irresponsible people.

Intellectual Property is creativity that results from human thinking in order to meet human needs and welfare. In relation to intellectual property is the result of human thought, therefore the community needs to have arrangements to provide legal protection. In the intellectual ability of human beings in the form of creativity, taste, and karsa, they produce their works in the fields of science, art and technology. The field of these fields, when viewed from its nature, can be categorized into communal intellectual property and personal intellectual property. Both can be used economically in order to improve and grow micro, small

and medium enterprises based on intellectual property that lead to equitable welfare. With the existence of intellectual property, it is hoped that it will be able to compete with foreign products that have long been freely circulating in the market.

Likewise, micro, small, and medium business products, especially rambutan tangkue fruit, need to receive serious attention from the government and there is a definite guarantee. Thus, the competitiveness and capabilities of MSMEs need to be further improved in order to take advantage of the free trade system that is currently taking place. The system can be used as an opportunity to introduce their superior products in the global market, participate and even participate in the system in real terms. In conditions where market opportunities become more open, trade liberalism cannot automatically help or even become a threat to MSMEs. To anticipate this threat, MSMEs are required to be creative and innovative, dare to take steps by producing products and goods that in terms of quality are not inferior to products from large companies. Superior products of micro, small and medium enterprises in Curugbitung District, Lebak Regency can be given Intellectual Property Protection (IP) in the form of:

1. Copyright Protection for Creative Works of Creators in Science and Works of Art.
2. Granting of Trademarks or Service Marks for Images, Names, Words, Letters, Numbers, Colors or Combinations of These Elements that have distinguishing power and are used in trading activities of goods or services.
3. Grant of Simple Patents for technology found inventions in the form of products.
4. Tools that are new and have practical usability value due to their shape, configuration, construction, or components.
5. Creations of Industrial Design in the form of Shapes, Configurations, Line Compositions or Colors that give an aesthetic impression and can be applied to Industrial and Handicraft commodities.
6. Trade Secrets for information that is not publicly known in the field of technology and/or business, has economic value, is useful in business activities and is kept confidential by the owner of the trade secret.

The importance of a business, especially in the products of micro, small and medium enterprises rambutan tangkue in Curugbitung District, Lebak Regency, is recommended that the brand be registered with the directorate general of intellectual property in order to get legal protection from the state when something unwanted happens. Furthermore, there are several theories of intellectual property protection, including:

a. *Reward Theory* (awards),

In a product, especially micro, small and medium businesses, rambutan tangkue in Curugbitung District, Lebak Regency, if it already has its own brand, usually the creator or inventor who produces creations or inventions must be protected and must be rewarded for their work producing inventions or inventions. And it is something that we are very proud of as well as being able to increase prices and achieve promising profits.

b. *Recovery Theory*,

In this theory, it emphasizes to micro, small and medium enterprises of rambutan tangkue in Curugbitung District, Lebak Regency to try to fulfill the process of improving a product in this rambutan tangkue fruit and it must be created on its own initiative even though the process is not easy because the creator or inventor who produces a creation or invention needs to spend energy, time and money must be given the opportunity to regain what he has spent.

c. *Incentive Theory*

This theory states for micro, small and medium enterprises in Curugbitung District, Lebak Regency that in order to attract interest, efforts and funds for the implementation

and development of invention creativity, as well as produce something that is necessary for an incentive in order to spur research activities to occur again.

d. *Risk Theory*

Every business actor, especially in the products of micro, small and medium enterprises rambutan tangkue in Curugbitung District, Lebak Regency, states that intellectual property is the work of 36 that contains risks, so it is reasonable to provide protection to activities that contain these risks. Because every process of entrepreneurial life cannot be separated from the so-called risk because every step we take is always risky and it must be faced and become a challenge for business actors in increasing sales and even promising profits.

The importance of legal protection for products, especially branded ones, greatly affects the development of quality, price, and business profits. This protection also protects the product from irresponsible parties. Therefore, it is recommended that Rambutan Tangkue MSME products in Curugbitung District, Lebak Regency, immediately register their brand at the Directorate General of Intellectual Property. With the application of intellectual property, the business atmosphere will be healthier, encourage innovation, and prevent unfair competition and monopoly. This protection also minimizes violations and irregularities by other parties. The intellectual property aspect includes copyright and industrial property rights, including patents, industrial designs, and brands. For Rambutan Tangkue MSME products, brand protection is very important to maintain originality, increase competitiveness, and ensure higher selling prices. However, many business actors in Sekarwangi Village, Curugbitung, face cost constraints in brand registration. The government is expected to be more active in providing assistance and convenience so that MSME products in this area are legally protected and safe from piracy.

CONCLUSION

Based on the results of the research, it can be concluded that the development of local wisdom in the products of Rambutan Tangkue micro, small and medium enterprises (MSMEs) in Curugbitung District, Lebak Regency, is carried out through a mutual cooperation strategy to improve product quality so that local wisdom can continue to develop. External factors also play a role in optimizing the existence and strengthening local wisdom in the area, while the community uses a collective approach with the support of the MSME office to strengthen their position in the market. The competition for intellectual property-based Rambutan Tangkue MSME products in Curugbitung District has taken place in a healthy and anti-monopoly manner, where MSME actors apply innovation and creativity in creating better and more efficient products according to consumer needs. Cooperation between business actors is also implemented, for example, when product stock runs out, they will help each other meet consumer needs. In addition, MSME business actors actively listen to feedback from consumers to continue to make continuous updates in improving the quality of their products.

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