

Governance Strategy Juridical Rural Creative Economy Respond To Competitive Global Competition

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ABSTRACT

This research is motivated because of the importance of legal protection also serves as protection for the governance of the rural economy, among others, can we review the various forms of business startups together or independent creative such as from several sectors among others include: crafts produced by businesses traditional craft "weaving" typical Bali, whether generated by an individual or collective basis. Activities of corporate governance in achieving the goal must always be done with the provisions of applicable law. In case this is not rare in the field that many business activities that have not been able to carry out the legal relationship for the corporate governance businesses without first consulting with legal teams, and business people never know when the legal relationship occurs. The lack of knowledge and understanding of the technical legal advice resulted in the governance of rural creative economy also occur in governance typical handicraft industry Endek Klungkung be difficult to develop and the potential of the craft. Methodologically, this study is the development of research in the engineering building public policy on rural economic governance creative competitive in the face of global competition. This research, that research is a digger / primary data collection tool.

Research, difficulties for businesses in the countryside in conducting the governance of creative economic development, that despite constraints in the production, management, marketing, collaboration and licensing are also difficulties in connection with public knowledge of related legal actions that could be proved from the people who do not know procedures and in the management of copyright as a form of lack of legal awareness of the local community. Strategy juridical taken by the manager of the creative economy is rustic in to protect against the type of business and deliver services to consumers, the community's knowledge related to legal remedies that can be done to protect the product of the creative economy to rural areas of action flagiasi and coordinate with Disperindag related to administrative registration of copyright which are owned.

Keywords: creative rural economy, legal protection, governance.

1 INTRODUCTION

1. Background

Laws created to regulate and protect the interests of the so-called legal protection. Legal protection is a protection afforded to subjects of law in the form of legal instruments, both preventive and repressive, both written and unwritten. Legal protection has always been associated with the concept of rechtstaat or

concept of the Rule of Law for the birth of these concepts can not be separated from the desire to give recognition and protection of human rights. In addition, while the normative judicial review which led to the protection of the law is essential for businesses, especially in the field of governance of rural creative economy is based on the provisions of Article 6 and 7 of Law No. 8 of 1999 on consumer

protection, in the second part of the rights and obligations of businesses mentioned that there are some rights and obligations to be met by businesses even more on the governance of rural creative economy as a milestone in the early rise of the social economy.

Legal protection also serves as protection for the governance of the rural economy, among others, can we review the various forms of business startups together or independent creative such as from several sectors among others include: crafts produced by businesses traditional craft "weaving" Balinese whether generated by individually or collectively. In addition, the legal protection of the traditional handicraft industry "weaving" Balinese will also closely associated with the five basic principles that are relevant to national development consisting of: (1) The principle of benefit, that all efforts in organizing consumer protection should provide maximum benefit the magnitude of the interests of consumers and businesses as a whole. In this case, the legal protection given able to bring a positive impact and benefit to the traditional craft industry Weaving Balinese especially in maintaining its existence. (2) The principle of fairness, by providing opportunities for consumers and businesses to obtain their rights and perform its obligations equitably. The principle of fairness is beneficial to provide an opportunity for industry players Balinese handicraft weaving to be creative and fulfilling the rights and perform their duties without intimidation from other parties who are not interested in it. (3) The principle of balance, is provide a balance between the interests of consumers, businesses and government in the sense of material and spiritual benefits. This principle of balance function in maintaining harmony between the interests of consumers, businesses weaving craft industry of traditional Balinese and government. So that might be expected to appear a check and balance between the parties, and certainly does not appear tug of government power against craft industry, especially traditional crafts "weaving" of Bali. (4) The principle of security and safety of consumers, is to provide a guarantee for the security and safety to consumers in the use, consumption and utilization of goods and or services consumed or used. In this case, businesses traditional crafts "weaving" typical Bali should also be able to provide a guarantee

to consumers of goods produced, because of the presence of such guarantees, then if there is a problem or advantages posed by used goods, there are parties to be responsible. (5) The principle of legal certainty , that both businesses and consumers abide by the law and obtaining justice in the implementation of consumer protection as well as the state ensures legal certainty . Here is expected to have a reciprocal relationship of mutual benefit between businesses craft "weaving " Balinese with the government , in which businesses are required to obey laws and regulations in force , then the government is obliged to provide protection or protection against traditional crafts "weaving " the Balinese in order to maintain the existence in the world of craft industry.

Activities of corporate governance in achieving the goal must always be done with the provisions of applicable law. Act as a form of legal applicative inkonkret to a signpost procedures in contracting consequences for businesses to do business properly and safely, Simanjuntak (2008: 60). However, in the practice of corporate governance, business people tend to ignore the procedures specified by the law, it is because the businessmen or business tend to judge that following the legal procedure is very cumbersome and time consuming. On the other hand, entrepreneurs or business was not aware of the importance of a legal guarantee of business continuity management. A result that may result from the violation of law is potentially causing risk of loss and even up to the amount of time that can not be imagined, where the they can only be addressed with a sense of regret. The impact is sometimes the work done illegally in the middle of the road having problems fraud or revocation of business licenses can lead to businesses or business was bankrupt (insolvent). This fact shows that the application of the law in society, especially concerning corporate governance or business tend to be encountered counter-productive to the principles of corporate governance is always menghandalkan speed and accuracy in accordance with the developing of economic principles to achieve to the maximum through the capital as small-small, and corporate governance must remain transparent heed business ethics.

Weak knowledge, understanding, awareness and belief that the application of the law is part of a risk management (risk management) that absolutely must be applied by operators as a whole, including businesses that develop their activity as a driver of the rise of the creative economy countryside with a base resource empowerment of society as self-sufficient and to sustain the growth rate of spontaneous community-based economy. In case this is not rare in the field that many business activities that have not been able to carry out the legal relationship for the corporate governance businesses without first consulting with legal teams, and business people never know when the legal relationship occurs. The lack of knowledge and understanding of the technical legal advice resulted in the governance of rural creative economy also occur in governance typical handicraft industry Ende Klungkung be difficult to develop and the potential of the craft. As an illustration, a lot of creative craft businesses make an agreement, but the agreement made is legally flawed because without basing technical procedure legal advice. The limited technical knowledge about legal advice craftsmen often exploited by certain elements to not only intervene, the parties are not responsible also conducts unfair business in running business. So that kind of agreement or contract made by craftsmen Ende could be legally flawed because of a violation of the agreement by the other party that had been agreed but unnoticed because craftsmen Ende not know the procedures the treaty agreed precisely those who were invited to coordinate want to make a profit or commit fraud of this type agreements or contracts made by the parties earlier. Events such as this to be an accidental omission that causes harm to the craftsmen Ende.

Such conditions, also led to the development of crafts Ende difficult to penetrate the market nationally and even some crafts Ende typical Klungkung are often rejected by the export destination country for reasons not yet feasible to develop the business according to legal procedures, in terms of the business carried on allegedly illegal, the craftsmen indicated also sell products that do not meet the standardization of the product as it is considered in violation of copyright due to doubt the authenticity of the products

distributor will be offered. Weak knowledge, understanding, awareness and confidence in the technical legal advice relevance so closely with declining sales of craft products Ende typical Klungkung, in addition to the problem of production management, product standardization is still used in ways conventional as well as targeting the local distributor for the motion limited due to legal procedural yet legally pocketed by the craftsmen Ende.

Therefore, efforts need awareness of the importance of performing the procedure of contract lawfully so that the creative ideas of community craftsmen Ende can be protected by law, routine activities of governance of a business carried on in accordance with the standards of eligibility, correct, appropriate and safe in terms legal guarantees. Help the craftsmen Ende in legal awareness efforts to ensure the security and continuity in production management application standardization while offering a product that is more integrated with the objective of enhancing the competitiveness of the market. So, to answer dilematika faced by the craftsmen Ende typical Klungkung in the majority, in ensuring the implementation of the feasibility of production management and standardization of its products businesses, especially craftsmen Ende typical Klungkung must be equipped with an understanding through technical training legal advice to businesses craft Ende in corporate governance development, production management and product standardization.

Lack of awareness and understanding and knowledge about the importance of the acquisition of skills doing contract work or business assessed affect hamper the sustainability of product marketing . In addition , the implementation of the functions of the stipulation of the agreement for the parties effectively have not been applied , such as craftsmen do not have a list (list) agreeing on price , type of product produced , the type of product issued , deal pricing sales to distributors , and noted the parties has done a deal of buying and selling . Including business management factors have not done in an orderly pattern so that the administrative problems arise with distributors who speculate plays prices in the market. So is the case with packing (packing) the official label business,

partners complained of not been able to coordinate with the Department of Industry and Trade Karangasem to get the product label that issued the relevant agencies due to hit trouble understanding lacking in permit production to be registered officially.

2. Problems Identification

Based on the above background, there are some issues that were examined in this study, among others, that:

- a. What are the difficulties for businesses in rural governance in doing creative economic development?
- b. How juridical strategy pursued by the manager of the creative economy in the rural areas to protect against the type of business and deliver services to the consumer?

3. Objective

With reference to the background research and the formulation of research problems, while the objectives of this study are as follows:

- a. To know that a hardship for businesses in rural governance in doing creative economic development.
- b. To determine the juridical strategy pursued by the manager of the creative economy in the rural areas to protect against the type of business and deliver services to consumers.

2 METHODS

1. Approach and Research Sites Methodologically

this research study is a development in building engineering public policy (development research in public policy paradigm) (Borg & Gall, 1989), so the emphasis is not on the measurement, but the mapping effort, sinkritasi, engineering and actual, factual, and holistic, EMIC, and the ethics of governance of rural creative economy competitive in the face of global competition. Efforts excavation, analysis, and mapping focal point of research conducted with reference to a cross-site analysis models, as is commonly done in the previous juridical studies. Cross-site analysis model will facilitate researchers in uncovering and mapping the problem, a problem linked with other problems, and problems linked to natural background research studies as an external factor in the analysis of research data. Based on the pattern of this analysis, will be formulated and verified at the same time building information,

methods, and new models in the approach similar problems with the level of higher scientific truth.

Schematically related to the approach and focus of the study towards the research problem, the following will be presented things that have been done and will be done through this research as well as the final product at each stage, namely: In keeping with the focus of the problem and the purpose of this activity, the method used is a method of training programmed with a group system that is guided. To train craftsmen Endek training program will be conducted on a scheduled basis to any group that Endek craft businesses. The training will use a group system, in which each group pngerajin will be given a package of training programs conducted democratically, beginning with the introduction of technical knowledge and skills about the making of legal advice by a tutor from Undiksha Singaraja. Then to them will be conditioned to be able to follow the activities programmed in training independently while accompanied by the implementation team / tutor. The time span is the implementation of activities 8 (eight) months starting from the stage of submission of proposals, planning, implementation, and on evaluation involving stakeholders. At the end of the program each participant will be given a certificate as proof of their participation in the activity.

The material covered in the training include: (1) the importance of technical legal advice, (2) guarantee contract following the technical legal advice (3) empowering businesses to do the stage of the negotiations is right and proper and safe (4) technical guide manufacture legal advice for business operators.

2. Respondents Determination Technique / informants

The respondents / informants in this study will be determined by using sampling techniques aiming (purposive sampling) and the number of respondents will naturally be developed According to the needs of research data. Based on rational sampling / survey respondents above, the respondents in this study consisted of Several groups of respondents items, namely: (1) businesses engaged in the creative economy sector countryside, (2), the public as consumers, (3), Disperindag area local.

Development of training models that Researchers have encountered in the field are: (1) socialization of legal advice in the field of ordinances of contract, (2) the procedures for contracting for businesses is more transparent, (3) the creative economy, countryside, Directly to receive mentoring and coaching has prompted growing awareness of the importance of technical legal advice so as to safeguard the sustainability of the development of the craft sector local area of Bali in general, (4) policy coordination Regency / City Government in accommodating the needs of the level of business operators at the level of microeconomics, especially the craftsmen of traditional in order to be Able to give birth Government policy District / Municipal for businesses to practice the principle of fair competition and competitive.

Data Collection and Analysis Techniques

This research adheres to the principle of "human instrument", the researcher is a digger / primary data collection tool. This is important given the focus of the research problem really requires constancy and risking the personal capabilities of researchers, so as to reveal trending aspects related to the focus of the problem and the need for research data. In doing so, researchers use several tools data collection, namely: (1) in-depth interviews, (2) participant observation, (3) the recording of documents, (4) The questionnaire is open and closed, (5) focus groups discussion, (6) expert judgment, and (7) handy camp to record the process of matrilineal marriages performed by the wedding couple. The data collected in this study a quantitative and qualitative data. Overall these data were analyzed using descriptive and statistical analysis techniques in accordance with the characteristics of the data required to parse each research problems. Miles and Huberman (1992: 83), suggests that activity in the qualitative data analysis performed interactively and runs continuously until complete, so that the data is already saturated.

3. DISCUSSION

1. Difficulties for businesses in rural governance in doing creative economic development

In accordance with the problems faced by businesses engaged in the creative rural economy in Several villages in the district of

Klungkung in relation to the validity of the type of product manufactured endek important legal advice technical training for craftsmen concerned. Chosen targets Mother craftsmen, in addition to a community group that routine is identical to Reviews their involvement in the production of handicraft weaving endek, IS ALSO A community that has a productivity level of mobilization is high in the dissemination of information, particularly Relating to legally his business establishment craft that can be initiated by the identity of groups and individuals joint venture to create new jobs for the local community. Making Training Legal Advice for Business Actors Craft Endek Typical Klungkung in Corporate Governance, Development of Production Management and Product Standards.

Studying and mengkaji dynamics of the outbreak claiming motif results weaving craft the which is a product of the creative economy of rural have occurred in the market to stimulate the craftsmen to do the maintenance of legal protection against the the resulting product, According to Investigators, (2015) , the protection of geographical indications to products of rural creative economy have strategic significance for the development effort and fostering awareness of business / rural industries to register the product. This is where the reconstruction process of law oriented to ensuring the rights of producers and consumers to be very strategic, while relying on the philosophy, values, tridisi, and customs of the Hindu community in Bali. Formulation and reconciliation-oriented models of legal protection of geographical indications is Believed to be a constructive solution for the development of Bali.

Based on the rationale above , this research seems to have novelty value and strategic value that is fundamental in connection with the efforts to seek and formulate indigo - values, norms , traditions, culture and customs of Balinese Hindu community concerned with handicraft products ikat which is a variant of rural creative economy sector . This is because some of this research will be directed at efforts to make legal protection of geographical indications against traditional weaving craft . On the other hand , this research will make a significant contribution in the development of the pattern

of community development in the field of art craft traditional ikat .

In addition, this study will also provide a value fundamental merit in relation to the development of customs and coaching behavior of indigenous villagers who bersendikan on religious values are condensed in accordance with the concept of the harmonious relationship between man-and man, man and nature, and humans to the Creator (teachings of Tri Hita Karana).

During the course of research, there are some obstacles encountered in the development of rural creative economy, including the following:

1. Production:

- a) The provision of industrial raw materials home or joint venture is still subject pemasokannya groups from other regions, such as the village of Nusa Penida, Sampalan, and Banjarangkan. Raw materials exist, without any skill in performing the sorting problem occurs, the raw materials are imported after being unloaded from a truck, collected so just arbitrarily without considering the damage to the raw material basis risk analysis.
- b) Uncertainty of time cultivating each product affect the number of orders that much but unfulfilled orders. The workflow of the supply of raw materials up to the process sigsag (irregular).
- c) There is a problem finishing the product because it is done with manual techniques.
- d) Hampered in storage products that are easily washed and not durable.

2. Management:

- a) Governance of business in terms of the standard price of a product on the market has not been able to set.
- b) Not available programmatically bookkeeping associated with recording the number of incoming raw materials, products produced and available stock, and products are marketed.
- c) Residents of the local community has not been able to do the sorting.
- d) Equipment (equipment) production, which are still very limited.

3. Cooperation and Licensing

- a) Lack of awareness and understanding and knowledge about the importance of the acquisition of skills doing contract work or effort.
- b) The functions of the enactment of the agreement for the parties who have not been applied effectively in implementing the buying and selling of products.
- c) business management factors have not been performed with administrative orderly pattern.
- d) There is owned official permission from the Department of Industry and national Trade Karangasem reGENCY for packing (packing) products.

The approach offered to resolve the issue, some of them:

1. Production:

- a) Sorting raw materials as an alternative supply of stock material by utilizing waste industries local residents, including the dissemination of the importance of risk analysis in the company to lower production costs due to import of raw materials were sorted from Klungkung reGENCY.
- b) Provision of standard-setting skills completion time of products in accordance with the agreement between partners of employees (residents) are arranged according to local SOP (standard operating procedure) effort.
- c) To assist with debriefing and counseling skills do good finishing process with the use of machine tools.
- d) Training of production management techniques so durable product storage, product manufacturing skills should consider the selection of materials and coloring should be appropriate in terms of the durability of the product against the sun / weather, and resistant to water / humidity.

2. Management:

- a. Marketing management training products such as; structuring the corporate governance standards in terms of product prices in the market.
- b. Training preparation of the company's books programmatically using

Microsoft Excel program appropriate Modules Business Management Guide.

- c. Upgrading of skills through training do the sorting by empowering citizens.

3. Cooperation and Licensing

- a) Dissemination, training and mentoring drafting employment contracts to conduct business.
- b) Carry out training for the preparation of the draft agreement of the parties that will be applied in carrying out the sale of the product.
- c) Training orderly management of administrative effort by SOP (Standard Operating Procedure).
- d) Coordinate and registration to the Department of Industry and Trade Karangasem regency to obtain official permission packing (packing) products.

Working procedures to support the realization of the methods offered, namely through discussions conducted by researchers of the perpetrators of rural creative economy.

Table 1. Plan Troubleshooting

Issues	Source of Problems	Approach to problem solving (Solution)
Field Production Dependency of raw materials sorting of Klungkung regency ; the uncertainty of time cultivating each product ; there is a problem finishing , and constrained in storage products	a) The provision of raw materials are still dependent pemasoknya of Klungkung , such as from the village of Nusa Penida , Sampalan , and Banjarangkan . Raw materials exist , without	a) Sorting raw materials as an alternative supply of stock material by utilizing waste industries local residents , including the dissemination of the importance of risk analysis company to reduce swelling

	any skill in performing the sorting problem occurs, the raw materials are imported after being unloaded from a truck , collected so just arbitrarily without considering the damage to the raw material basis risk analysis . b)Uncertainty of time cultivating each product affect the number of orders that much but unfulfilled orders. The workflow of the supply of raw materials up to the process sigsag irregular . c) There is a problem finishing the product because it	production costs for bringing the raw materials were sorted from Klungkung regency . b) Provision of standard -setting skills completion time of products in accordance with the agreement between partners of employees (residents) are arranged according to local SOP (standard operating procedure) effort. c) To assist with debriefing and counseling skills do good finishing process with the use of machine tools . d) Training of production management techniques so durable product storage , product manufacturing skills
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	<p>is done with manual techniques</p> <p>d) Hampere d in storage products that are easily washed and not durable</p>	<p>should consider the selection of materials and coloring should fit in terms of product durability against sun / weather , and resistant to water / humidity .</p>
<p>Management Prices of products in the market have not been able to set ; Not yet available programmatically bookkeeping ; Not mastered the skills do the sorting ; and limitations of the equipment .</p>	<p>a) Governance of business in terms of the standard price of a product on the market has not been able to set.</p> <p>b) Not available programmatically bookkeeping associated with recording the number of incoming raw materials , products produced and available stock , and products are marketed .</p> <p>c) Residents of the local community has not been able to do the sorting .</p> <p>d) Equipment (equipment) production ,</p>	<p>a) Management training marketing such products ; structuring the corporate governance standards in terms of product prices in the market .</p> <p>b) Training in compiling a list (list) the company's products with Microsoft Excel program appropriate Modules Business Management Guide</p> <p>c) Increased skills through training do the sorting</p>

	<p>which are still very limited .</p>	<p>by empowerin g citizens .</p>
<p>Cooperation and Licensing Lack of understanding of the contract purchase agreement , yet orderly administrative and influence on the Karangasem district Disperindag license to publish the product packaging.</p>	<p>a) Lack of awareness and understanding and knowledge about the importance of the acquisition of skills doing contract work or effort.</p> <p>b) The functions of the enactment of the agreement for the parties who have not been applied effectively in implementing the buying and selling of products .</p> <p>c) business management factors have not been performed with administra</p>	<p>a) Dissemination , training and mentoring drafting employment contracts to conduct business .</p> <p>b) Carry out training for the preparation of the draft agreement of the parties that will be applied in carrying out the sale of the product .</p> <p>c) Training orderly management of administrative effort by SOP (Standard Operating Procedure) .</p> <p>d) Coordinate and registration to the Department of</p>

	<p>tive orderly pattern . d) There is owned official permission from the Department of Industry and national Trade Karangase m regency for packing (packing) products .</p>	<p>Industry and Trade Karangase m regency to obtain official permission packing (packing) products .</p>
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	<p>raw materials were sorted from Klungkung regency . b) Provision of standard - setting skills completion time of products in accordance with the agreement between partners of employees (residents) are arranged according to local SOP (standard operating procedure) effort. c) To assist with debriefing and counseling skills do good finishing process with the use of machine tools . Production management training on techniques so durable product storage , product manufacturing skills should consider the selection of materials and coloring should fit in terms of product durability against sun / weather , and resistant to water /</p>	<p>save production costs and overcome the raw material dependence of Klungkung regency. 1) Actors rural creative economy able to develop a standard completion time of products according to the SOP (standard operating procedure) effort. 1) Glue, politer, putty, sanding, hacksaw, grinding, and drilling. 2) Dulang, bowl, quasi-cation, ingka, flotsam and various other types of color and typical trinkets with classical motifs and traditional assemblies. 3) Actors rural creative economy capable of making tray, bowl, quasi-cation, ingka, flotsam and various other types of quality. 1) The packaging tray, bowl, quasi-cation, ingka, flotsam able to guarantee durable products. 2) Actors rural creative economy capable of performing storage products are maintained. 3) Actors rural creative economy is able to determine the quality staining techniques and a resistance to sunlight / weather, and resistant to water / humidity.</p>
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Outcomes are targeted to be produced in accordance with the action plan both in terms of production , business management , as well as cooperation and licensing .

Table 2. Outcomes and Participation Actors Creative Rural Economy

No.	Activity	Outcomes and Participation
1	<p>Activities in the field of Production a) Sorting coconut shell raw materials as an alternative supply of stock material by utilizing waste industries shell local residents , including the dissemination of the importance of risk analysis company to reduce swelling production costs for bringing the</p>	<p>1) Provision of skills provision did sort of raw material coconut shell. 2) Actors rural creative economy able to do sorting as an alternative to increase the availability of raw material supply. 3) Raw materials sorting coconut shell as a shell shape sorting process in terms of quality textures and shapes are intact and not cracked. 4) Actors rural creative economy can use its own shell sortiran effort to</p>

	humidity .				equipment as supporting the sustainability of production activities.
2	<p>Activities in the field of management</p> <p>a) Management training marketing such products ; structuring the corporate governance standards in terms of product prices in the market .</p> <p>b) Training preparation of the company's books in accordance with the program Microsoft Excel Module Business Management Guide</p> <p>c) Increased skills through training do the sorting by empowering citizens</p> <p>d) Provide support equipment , such as a pit shell (drill) , and the smoothing shell (grinding) .</p>	<p>Partners have knowledge of product marketing techniques.</p> <p>2) Partners are able to market the products of coconut shell of his work to a wider market share with sales of previously 5-10 into 5-15 pieces of products per day dozens of products per day.</p> <p>1) Bookkeeping compiled consists of three (3) types of loading prihal company bookkeeping administration, bookkeeping regarding stock levels of products are available, and keeping track product sales that have been made.</p> <p>2) Actors rural creative economy has compiled bookkeeping skills to the type of business that is conducted in accordance with Modules Business Management Guide.</p> <p>1) Development of human resources in the field of home industry utilization of coconut shells.</p> <p>2) Partners have the skills do the sort of raw material so as to determine the appropriateness of the material is processed into a product.</p> <p>1) Engine pit shell (drill), and the smoothing shell (grinding).</p> <p>Partner is able to operate the</p>			
3.	<p>Activities in the field of cooperation and licensing</p> <p>a) Dissemination , training and mentoring drafting employment contracts to conduct business .</p> <p>b) Carry out training for the preparation of the draft agreement of the parties that will be applied in carrying out the sale of the product .</p> <p>c) Training orderly management of administrative effort by SOP (Standard Operating Procedure) .</p> <p>d) Coordinate and registration to the Department of Industry and Trade Karangasem regency to obtain official permission packing (packing) products .</p>				<p>1) Draft contract of sale cooperation agreements</p> <p>2) Partners have the skill acquisition draw up employment contracts to conduct business .</p> <p>1) Actors rural creative economy capable of performing the purchase transaction in accordance with the contents of the contract that was agreed by the partners with distributors and consumers .</p> <p>1) Draft Rules of Procedure of Business according to SOP</p> <p>2) Actors rural creative economy is able to draw up the regulations, with the help of modules perform administrative management in accordance with the SOP .</p> <p>1) Business License (SIUP) from the district Disperindag related Performers rural creative economy</p> <p>2) capable of coordinating with Disperindag Karangasem district to obtain permission feasibility of the product packaging.</p> <p>3) Actors rural creative economy able to package the product with the</p>

		brand with an attractive appearance and professional .
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2. Juridical strategy pursued by the manager of the creative economy in the rural areas to protect against the type of business and deliver services to consumers

Various alternative solutions to problems that might be done to deal with the problem , namely :

1. With the rise of widespread cases of illegal products in the form of imitation or duplication endek on the market actually disturbing craftsmen in marketing their products to look for solutions in procurement cooperation with relevant agencies dissemination techniques legal advice for businesses in this case can be embodied endek craftsmen . This alternative was selected as a medium to coordinate the craftsmen endek to be aware of the law and register their products officially so that it can be prevented from acts of counterfeiting , craftsmen in this activity requested willingness to be included in the training activities carried out by the staff professor of legal studies representative of the college Undiksha .
2. Lack of knowledge of the craftsmen in the registration of products , contract agreements , production management , and legal measure whether the marketed product is deemed important P2M training activities with the theme " Making Training Legal Advice for Business Actors Craft Endek Typical Klungkung in Corporate Governance , Development Production management and Product Standards " . The selection of this alternative would elect to raise cooperation to develop and provide a stock of knowledge to the craftsmen so that it can act as a manufacturer of intelligent and wise .
3. With the socialization of the Consumer Protection Act is expected to bridge the legal needs of traditional craftsmen weaving endek Balinese .

The terms of legal advice that should be heeded by operators . In fact, they can know that national law will be an umbrella and provide protection and safety assurance to all Indonesian citizens without exception is not relevant to the principles of justice and equality

which has been much neglected. It can be seen from the results of discussions and evaluations conducted by legal experts Undiksha , the knowledge and skills of participants. Based on the evaluation of the follow-up study conducted , from the beginning to the end to have a consistent knowledge regarding the terms of the feasibility of standardization of products , including types of products for basic materials endek . Thus, in accordance with the criteria of the success of this training program , then this training will be considered successful if it is able to improve the knowledge and insights of participants .

Based on the evaluation results do not go well recorded, lapaoran end of the study through the mastery of the Technical Preparation Advice Law for Business Actors Craft Endek Typical Klungkung in Corporate Governance, Development of Production Management and Product Standards, namely: (1) they get clear information and complete the the nature of the underwriting business establishment are true and valid, meaning selecting the feasibility of product standardization, (2) the craftsmen endek being trainees gain a clear picture regarding the terms of the feasibility of product standardization feasible advice, including the terms of the protection of business actors during this lot is not in accordance with the principle held for insight craftsmen still minimal (3) creative rural economic actors also get a clear picture of the status and position of craftsmen endek conduct business legally production.

The need for legal protection in the form of an Act to regulate the rural creative economy intended to provide legal protection firm, clear, and effective to prevent various types of violations, committed by people who are not responsible, such as impersonation and forgery. In addition, legal protection is intended to guarantee the rights and obligations of the creator. Legal protection is not solely to be given by the government alone, but more than that, legal dualism also needs to promote. Where in this case the role of the Village People should also play an active role through awig awig or village relevant rules in order to protect traditional craft.

During this time for the issue of legal protection by the government for the craft of weaving in the villages we do not exist. The

government only recently to disseminate it to the village, but until now there has been no follow-up again. So if you find that if according to the creative rural economic actors had imitated or plagiarized from weaving craft owned, creative rural economic actors can not do anything anything. Knowing, that still lay in the understanding of legal knowledge and awareness legally register the product. In addition, researchers also tried to interview Kelian Banjar Dinas Tenganan Pagringsingan Ketut Sudiastika (45 years), the Banjar Dinas Tenganan Pagringsingan who takes care of administrative matters in this village, in fact regretted by the cases of plagiarism committed by rogue elements who are not responsible for Tenganan typical weaving craft Pagringsingan Seeing the incident, the indigenous villages are administratively not been able to do more to take action, because in terms of rule of law does not exist. So if we take the case all the way to the realm of the court, of course, will lose "(interview on November 11, 2014).

Based on the description that is expressed by the informant above, it can be seen that during this time, there are many cases of impersonation against Gringsing Weaving crafts in the village of Tenganan Pagringsingan. However, it can not be prevented, it is because they are constrained by the legislation governing the public concerned have not been applied by craftsmen in the village Tenganan Pagingsingan. Indigenous and apparatus so that officials who take care of Banjar Dinas village administratif purposes can not do much about the cases that were found, although the cases were discovered really is a case of plagiarism against the craft of weaving typical of the Pagringsingan Tenganan. Then, if we look in terms of legal dualism that should be applied to typical woven handicraft industry Pagringsingan Tenganan is also not done well by the village through awig awignya government or private parties who provide legal protection National nature.

Because in essence typical woven Tenganan Pagringsingan as a national product that became the pride of Indonesia, has a wide variety of designs woven motif which is characteristic of the origin of the region concerned. Therefore, design and trademark weaving motifs of woven products is the intellectual property, then it should receive legal protection. Legal protection for textile

designs for design motifs woven, will stimulate the creative activity of the designer to continue to work in creating designs and new motifs woven designs weaving new clothes that could become a "trend" among the public at large.

While the legal protection of the trademark weaving products would provide legal certainty for companies as brand owners in the use of their trademark for woven products manufactured and marketed to the public. With the lack of legal certainty, then prevent others who are not entitled to use the same brand in principle or in whole with the product trademark weaving of the legitimate brand owners. It also prevents others who are not entitled to wear / use / make / sell someone else's design that was not hers.

Actually seeing mentioned, the protection of the law relating to industrial design and brand could be an alternative solution that can be used by Village Tenganan Pagringsingan and also the Department of Industry and Trade Karangasem to make a deal in order to realize the legal protection of the industrial handicraft weaving typical Tenganan Pagringsingan remember as disclosed in the foregoing discussion that in terms of protection of copyright is not allowed to do. Therefore , researchers will try to dig the provisions of the legislation relating to industrial design and brand , which can later be used as a frame of reference by the public .

Under the provisions of Article 8 of Law No. 31 of 2000 on Industrial Designs, the designer still has the right to have his name included in the Certificate of Industrial Design, the General Register of Industrial Designs and Industry Official Gazette. While in the field of brand, the brand owner is a person, several persons jointly or a legal entity that has created a mark that is used as a brand for the products they produce and / or traded, which is where the brand has been registered in the General Register of Marks. So Rightsholders Brand is the owner of the mark itself or anyone else who gets the rights to the brand of the owner of the mark by agreement (license). And this is also reinforced by article 3 of Law No. 15 of 2001 on Marks which states that "The right to Brand is an exclusive right granted by the State to the owner of the mark which is registered in the General Register of Marks for a specific period of time by using their own brand or give permission to others to use it". Obviously it can

be concluded that the registration system adopted by Law No. 31 of 2000 on Industrial Designs and the Law No.15 of 2001 on Marks is constitutive.

In addition, the law also provides protection against violations committed by others who are not entitled and irresponsible through strict sanctions and clear, both civil sanction in the form of compensation, termination deed violations and seizure of infringing goods to be destroyed, and the criminal charge of imprisonment and / or fines used confiscation of crimes to be destroyed as well as the possible administrative sanctions such as suspension or revocation of Business License, payment of taxes or import duties are not paid off.

While the law provides protection through registration, but the active participation of all people, not just law enforcement officers and the public, but also businesses is very important in order to materialize a business climate conducive to respect (respect) the results of intellectual work of a person, including design motifs woven and trademark weaving products.

Required creativity of the weavers to be able to give birth motifs woven new and creative designers to give birth to the design or the design of weaving a "trend" and "elegant" so ikat or designs weaving can be a commercial commodity that is able to compete in the market, domestic and internationally. The creativity of the craftsmen and designers is key in the global market.

4. CLOSING

1. Conclusions

- a. Difficulties for businesses in the countryside in conducting the governance of creative economic development , that despite constraints in the production , management, marketing , collaboration and licensing are also difficulties in connection with public knowledge of related legal actions that can be done to protect motif woven handicrafts typical of Tenganan Pagringsingan still not enough. It was evident from the people who do not know the procedures and in the management of copyright as a form of lack of legal awareness of the local community . Lack of public awareness of Tenganan village craftsmen can be seen from the passive attitude of those who

only follow what is socialized by the government , without a thought of the alternative remedies that can be done to protect the weaving motifs owned

- b. Strategy juridical taken by the manager of the creative economy is rustic in to protect against the type of business and deliver services to consumers, the community's knowledge related to legal remedies that can be done to protect the product of the creative economy to rural areas of action flagiasi and coordinate with Disperindag related to administrative registration of copyright which are owned.

2. Suggestions

Coordination proactively should be done by creative economy countryside with related agencies to identify the needs of the legal community, especially in relation to public policy in the field of business development and economic growth of the people's self-reliance and spontaneous that are competitive and support the welfare of the community with assistance from the rural welfare local.

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