

ABSTRACT

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LEGAL ANALYSIS OF THE PROTECTION OF TRADITIONAL ALCOHOL BEVERAGES FROM THE ASPECT OF GEOGRAPHICAL INDICATIONS IN INTELLECTUAL PROPERTY RIGHTS

(XI + 104 Pages)

Traditional alcoholic beverages are alcoholic beverages whose production process is carried out in a traditional way and has been passed down from generation to generation, and contains cultural and traditional values in society. Traditional alcoholic beverages are included as a cultural heritage and traditional knowledge that deserves to be protected. In Indonesia, regulations that regulate centrally and clearly regarding traditional alcoholic drinks are still minimal. So, a legal analysis is carried out regarding the right legal protection on protecting the existence of traditional alcoholic beverages. This legal analysis uses the theory of legal certainty, legal protection, and responsive law in answering existing problems, using normative research types with qualitative data. According to the research results and legal analysis, the proper regulation in protecting the existence of traditional alcoholic drinks is through the concept of communal intellectual property. The protection of communal intellectual property focuses more on the concept of geographic indications. In applying protection through the concept of geographic indications for traditional alcoholic beverages, there are several obstacles encountered in pursuing it, namely the factor of religion, the factor of public knowledge, and the geographical indication procedure. Therefore, the government needs to participate in maximizing its efforts in seeking the protection of these geographical indications.

Keywords: *Traditional alcoholic beverages, Legal protection, and Geographical Indications*

References: *72 (1883-2022)*