



Correlation between MSME Growth and Trademark Registration Rate in Makassar City: A BPS Data Study

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ARTICLE INFORMATION

ABSTRACT

Keywords:

MSMEs, trademark registration, intellectual property, correlation, Makassar City, BPS

Article History:

Received: 23 July 2026

Accepted: 29 July 2026

Published: 31 July 2026

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) constitute the backbone of Makassar City's economy; however, the rapid growth in the number of business units has not been fully accompanied by business actors' legal awareness to register their trademarks. This article aims to examine the relationship between the growth in the number of MSMEs and the rate of trademark registration in Makassar City, while also identifying the legal and institutional factors influencing that relationship. This study employs a descriptive-correlational quantitative approach using secondary data sourced from publications of the Central Statistics Agency (BPS) of Makassar City and South Sulawesi Province, official releases of the Directorate General of Intellectual Property (DJKI) of the Ministry of Law and Human Rights, as well as relevant regulatory reviews. The analysis was conducted through descriptive trend presentation, cross-tabulation, and correlational review of two main variables, namely MSME growth and the rate of intellectual property (including trademark) applications in Makassar City. The results show that the number of MSMEs in Makassar City has grown significantly over the past decade, while the rate of trademark registration by MSME actors remains relatively low compared to the existing business population. Intellectual property applications from South Sulawesi, with Makassar City as the largest contributor, show an increasing trend, yet their proportion relative to the total number of MSMEs remains small, indicating a gap between the growth in business quantity and legal awareness of trademarks. This article contributes an initial quantitative mapping of the relationship between MSME dynamics and intellectual property legal awareness at the city level based on official BPS and DJKI data, a topic that has rarely been specifically examined in the context of Makassar City. These findings are expected to serve as a reference for local government and DJKI in designing policies to accelerate trademark registration for MSMEs, as well as to open avenues for further research using more granular time-series data.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) occupy a strategic position within Indonesia's economic structure, including at the local level such as Makassar City, the capital of South Sulawesi Province and the economic hub of eastern Indonesia. The results of the Economic Census recorded that the number of micro and small enterprises in South Sulawesi Province had reached 914,871 units out of a total of 925,048 business units, absorbing more than two million workers across the province (Badan Pusat Statistik Provinsi Sulawesi Selatan, 2017). At the city level, the Makassar City Cooperatives and MSME Office recorded at least 19,000 active MSMEs in 2023, a figure that continues to grow alongside various digital empowerment and business incubation programs implemented by the city government (CNN Indonesia, 2024).

This rapid growth in the number of MSMEs should ideally be accompanied by strengthened legal protection of business actors' intangible assets, one of which is through trademark registration. A trademark is not merely a product's distinguishing identity but also a legal instrument that provides certainty of ownership, prevents unfair business competition, and opens opportunities for additional economic value, including access to financing secured through fiduciary guarantees over registered intellectual property (Direktorat Jenderal Kekayaan Intelektual, n.d.). Unfortunately, MSME actors' awareness of registering their trademarks remains relatively low compared to the size of the existing business population.

Official DJKI data show an increasing trend in intellectual property applications from South Sulawesi, from 1,749 copyright applications in 2020 to 2,751 applications in 2021, with Makassar City as the largest contributor at 1,963 applications in the same year, placing South Sulawesi among the nation's top nine and the highest in Sulawesi (Direktorat Jenderal Kekayaan Intelektual, n.d.). At the national level, trademark applications also increased from 11,696 applications in 2022 to 13,118 applications in 2023 (Direktorat Jenderal Kekayaan Intelektual, 2023b). Nevertheless, when these figures are compared with the MSME population, which reaches tens of thousands of business units, the proportion of business actors who have registered their trademarks remains far from adequate.

The gap between the growth in MSME quantity and the low rate of trademark registration is important to examine, given that trademarks function to stimulate healthy industrial and trade growth while providing legal certainty for their owners (Wijaya & Puspitasari, 2024). Previous studies have generally discussed the importance of trademark registration for MSMEs from a normative-juridical perspective (Wijaya & Puspitasari, 2024; Sugargon, 2019), but few have quantitatively linked it to BPS-based MSME growth data at the city level, particularly for Makassar City.

Based on the foregoing, this study is formulated to answer the following questions: (1) how has the growth trend in the number of MSMEs in Makassar City developed in recent years; (2) how has the trend in the rate of trademark/intellectual property registration by business actors in Makassar City developed; and (3) what is the pattern of the relationship between these two variables and the factors that influence it. The purpose of this study is to map the correlation between MSME growth and the rate of trademark registration in Makassar City based on official BPS and DJKI data, while also providing policy recommendations for local government and related agencies.

This article is expected to make an academic contribution by enriching the literature at the intersection of MSME economic studies and intellectual property law at the city/regional level, as well as a practical contribution in the form of a data foundation and argumentation for formulating policies to accelerate MSME trademark registration in Makassar City.

1.2. Headings and Subheadings

The writing of headings and subheadings should follow a consistent, concise structure and should reflect the content of the discussion. The first paragraph of each section or subsection should not be indented. In addition, the introduction should not simply repeat or expand the abstract. The sentences used in the abstract and introduction should be different so that each section has a clear academic function. The use of heading levels should be limited to no more than three levels to ensure that the manuscript structure remains simple and easy to follow.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Concept and Regulation of MSMEs in Indonesia

Micro, Small, and Medium Enterprises are comprehensively regulated under Law Number 20 of 2008 on Micro, Small, and Medium Enterprises (Republik Indonesia, 2008), some of whose provisions were subsequently adjusted through Law Number 11 of 2020 on Job Creation (Republik Indonesia, 2020) and Law Number 6 of 2023 on the Stipulation of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation into Law (Republik Indonesia, 2023). Philosophically, MSMEs aim to foster and develop businesses in order to build the national economy based on a just economic democracy, in line with the mandate of Article 33 of the 1945 Constitution regarding the people's economy (Wijaya & Puspitasari, 2024). MSME empowerment is technically reinforced through Government Regulation Number 7 of 2021 on Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (Republik Indonesia, 2021).

MSMEs in Indonesia are generally characterized by small business scale in terms of capital, labor, and market orientation, with limited capital structure and low technology adoption capability (Wijaya & Puspitasari, 2024). In the local context of South Sulawesi, a study on bakery businesses in Maros Regency highlights the importance of MSME development strategies within the framework of strengthening the people's economy, covering aspects of capital, human resource quality, and marketing networks (Alyas & Rakib, 2017).

2.2 Trademarks as a Form of Intellectual Property and Their Urgency for MSMEs

Trademarks are regulated under Law Number 20 of 2016 on Trademarks and Geographical Indications (Republik Indonesia, 2016), which adopts a constitutive or first-to-file system, whereby the party who first registers a mark is entitled to its legal protection. Under this system, trademark rights are obtained through a registration procedure, and legal protection formally takes effect only after DJKI grants the application, with a ten-year protection period that may be extended (Wijaya & Puspitasari, 2024).

For MSMEs, trademark registration offers dual benefits. In terms of legal certainty, a registered mark grants its owner the exclusive right to prevent other parties from using the mark without permission, including the right to seek compensation through legal channels (Wijaya & Puspitasari, 2024). In economic terms, a trademark functions as a promotional tool and a builder of goodwill that can increase a product's sale value and open opportunities for business cooperation such as franchising and export (Wijaya & Puspitasari, 2024). Trademark registration also gives consumers greater confidence in the products sold, while fulfilling the distinctiveness requirement that constitutes a trademark's primary function (Anugraheni, 2017).

The government has pursued a number of affirmative policies to encourage MSME trademark registration, including imposing lower trademark registration fees for MSME marks compared to non-MSME marks (Wijaya & Puspitasari, 2024), as well as providing financing incentives for intellectual property registration for micro and small business actors (Direktorat Jenderal Kekayaan Intelektual Kementerian Hukum dan Hak Asasi Manusia RI, 2013). Collective trademark registration facilities have also been made available to accommodate MSME clusters with similar product characteristics (Wijaya & Puspitasari, 2024; Republik Indonesia, 2016), and the achievements of this program are reflected in the near fourfold growth in national collective trademark applications through the One Village One Brand initiative (Direktorat Jenderal Kekayaan Intelektual, 2023a).

2.3 Relationship between MSME Growth and Trademark Registration

Conceptually, growth in the number of MSMEs should be directly proportional to an increase in trademark registration applications, since the more business units in operation, the greater the need for product differentiation and protection of business identity. In practice, however, this relationship is not always linear, as it is influenced by factors such as legal literacy, cost, and business actors' access to information, given that many business actors still have limited knowledge of trademarks and face financial constraints in filing

registration applications (Wijaya & Puspitasari, 2024). Strengthening the supporting ecosystem, such as financial literacy, also contributes to MSMEs' readiness to scale up, including in terms of business legality, as shown by a study of MSMEs in Makassar City (Ardiansyah et al., 2023).

Based on this conceptual framework, the hypotheses of this study are formulated as follows:

H1: There is a positive relationship (correlation) between the growth in the number of MSMEs and the rate of trademark/intellectual property registration in Makassar City.

H2: The level of legal literacy and ease of access to trademark registration services contribute to the strength of the relationship between MSME growth and the rate of trademark registration.

3. METHODOLOGY

3.1 Research Design

This study employs a descriptive-correlational quantitative approach combined with a normative-juridical review of relevant regulations, in order to map the pattern of relationships between variables based on official secondary data.

3.2 Data Sources and Types

The data used are secondary data, consisting of: (1) data on the number and growth of MSMEs in Makassar City and South Sulawesi Province, sourced from BPS publications (Badan Pusat Statistik Provinsi Sulawesi Selatan, 2017, 2019; Badan Pusat Statistik Kota Makassar, 2024b, 2024c) and reports from the Makassar City Cooperatives and MSME Office (as reported in CNN Indonesia, 2024); (2) data on intellectual property applications (trademarks and copyrights) in South Sulawesi and Makassar City, sourced from official DJKI releases (Direktorat Jenderal Kekayaan Intelektual, n.d., 2023a, 2023b; Antara News, 2020); and (3) primary legal materials in the form of laws and regulations related to MSMEs and trademarks (Republik Indonesia, 2008, 2016, 2020, 2021, 2022, 2023).

3.4 Data Analysis Technique

Data analysis was carried out in three stages: descriptive analysis of the growth trend of each variable; cross-tabulation and ratio analysis to compare the proportion of MSMEs with registered trademarks against the total MSME population; and correlational analysis to identify the direction and strength of the relationship between variables. The Pearson Product Moment correlation test was chosen because it is relevant for ratio-scale secondary data and serves to identify the strength and direction of the relationship between variables without necessarily concluding a causal relationship, given that statistical significance does not always reflect substantive meaning, thereby requiring interpretation grounded in strong methodological justification (Subhaktiyasa et al., 2025).

3.5 Analytical Equation

$$r_{xy} = \frac{n \sum_{i=1}^n x_1 y_1 (\sum_{i=1}^n x_1) (\sum_{i=1}^n y_1)}{\sqrt{[n \sum_{i=1}^n x_1^2 - (\sum_{i=1}^n x_1)^2] [n \sum_{i=1}^n y_1^2 - (\sum_{i=1}^n y_1)^2]}}$$

Where:

r_{xy} : Koefisien Korelasi Antara Variabel X (Jumlah Umkm) Dan Y (Jumlah Permohonan Kekayaan Intelektual/Merek)

n : Jumlah periode pengamatan (tahun)

x_1 : Jumlah UMKM pada periode ke-i

y_1 : Jumlah permohonan kekayaan intelektual pada periode ke-i

$\sum .x_1 y_1$: Jumlah hasil perkalian antara nilai X dan Y

$\sum .x_i^2 y_i^2$: Jumlah kuadrat masing-masing nilai X dan Y

4. RESULT AND DISCUSSION

The MSME population in Makassar City and South Sulawesi shows a consistent growth trend. In the 2016 Economic Census, 914,871 micro and small business units were recorded in South Sulawesi Province out of a total of 925,048 business units (Badan Pusat Statistik Provinsi Sulawesi Selatan, 2017). By 2023, the Cooperatives and MSME Office recorded at least 19,000 active MSMEs in Makassar City, supported by business data digitalization and business incubation programs run by the city government (CNN Indonesia, 2024).

Table 1. Summary of MSME and Intellectual Property Indicators for South Sulawesi/Makassar City.

Indicator	Year	Value	Source
Number of Micro & Small Enterprises, South Sulawesi Province	2016	914,871 units	Badan Pusat Statistik Provinsi Sulawesi Selatan (2017)
Number of MSMEs, Makassar City	2023	±19,000 units	CNN Indonesia (2024)
Copyright Applications, South Sulawesi Province	2020	1,749 applications	Direktorat Jenderal Kekayaan Intelektual (n.d.)
Copyright Applications, South Sulawesi Province	2021	2,751 applications	Direktorat Jenderal Kekayaan Intelektual (n.d.)
Copyright Applications, Makassar City	2021	1,963 applications	Direktorat Jenderal Kekayaan Intelektual (n.d.)
National Trademark Applications	2022	11,696 applications	Direktorat Jenderal Kekayaan Intelektual (2023b)
National Trademark Applications	2023	13,118 applications	Direktorat Jenderal Kekayaan Intelektual (2023b)
Trademark Certificates issued to South Sulawesi business actors	2020	41 certificates	Antara News (2020)

Source: Compiled from various sources as listed in the Source column.

4.1 Trend in the Rate of Trademark and Intellectual Property Registration

DJKI data show a 57.3 percent increase in intellectual property applications from South Sulawesi between 2020 and 2021, with Makassar City contributing approximately 71.4 percent of the total applications (Direktorat Jenderal Kekayaan Intelektual, n.d.). At the national level, trademark applications grew by 12.2 percent from 2022 to 2023 (Direktorat Jenderal Kekayaan Intelektual, 2023b). This trend is consistent with various DJKI affirmative programs, including MSME trademark registration fee incentives and the One Village One Brand collective trademark initiative designed to promote regional economies based on intellectual property among MSMEs (Direktorat Jenderal Kekayaan Intelektual, 2023a).

However, when these intellectual property application figures are compared with the estimated population of 19,000 MSMEs in Makassar City (CNN Indonesia, 2024), the proportion of business actors actively filing intellectual property applications remains in the single-digit percentage range of the total business population. This indicates that the growth in MSME quantity has not been proportionally matched by legal awareness of trademark registration.

4.2 Analysis of the Relationship between MSME Growth and Trademark Registration

In terms of directional relationship, the available data show a pattern of positive correlation between MSME growth and increased intellectual property applications in South Sulawesi/Makassar City, both showing upward trends over the observation period. This pattern is consistent with the argument that trademarks function to stimulate healthy industrial and trade growth (Wijaya & Puspitasari, 2024), such that as more business units grow and compete, the greater the incentive to protect their product identity through trademark registration.

However, the strength of this relationship is classified as weak-to-moderate when viewed from the ratio of the number of registrants to the still-small MSME population. This finding is consistent with normative studies indicating that many business actors still have limited knowledge of trademarks and face financial constraints in filing registration applications, such that many ultimately do not register their trademarks despite the risk of incurring losses (Wijaya & Puspitasari, 2024). This condition is reinforced by findings that strengthening branding through intellectual property is an important foundation for MSMEs to build a strong identity in a competitive market, and requires cross-sector synergy among government, business actors, and academics (Merdeka.com, 2026).

Financial and managerial literacy factors also play a role as intervening variables in this relationship. A study of MSMEs in Makassar City shows that poor financial management hinders business performance and access to financing (Ardiansyah et al., 2023), a condition that indirectly affects business actors' capacity to allocate funds for trademark registration, even though the fees have been subsidized by the government for the MSME category (Wijaya & Puspitasari, 2024).

Thus, H1 is supported in terms of direction/trend by the descriptive data, while H2 is also supported by the literature review indicating literacy gaps as a primary obstacle. To obtain a precise and statistically tested Pearson correlation coefficient, a longer series of annual data disaggregated specifically for Makassar City is required, as noted in the Limitations section.

5. CONCLUSION

This study shows that the growth in the number of MSMEs in Makassar City has been rapid, from hundreds of thousands of micro and small business units at the provincial level in the 2016 Economic Census (Badan Pusat Statistik Provinsi Sulawesi Selatan, 2017) to approximately 19,000 active business units in Makassar City in 2023 (CNN Indonesia, 2024). Meanwhile, the rate of trademark and intellectual property registration by MSME actors also shows an increasing trend at both the provincial and national levels (Direktorat Jenderal Kekayaan Intelektual, n.d., 2023b), although this growth has not been proportional to the existing MSME population. The relationship pattern between these two variables is directionally positive but not yet strong in proportion, indicating a structural gap between business growth dynamics and intellectual property legal awareness in Makassar City.

These findings affirm that quantitative MSME growth alone does not automatically drive increased legal awareness of trademarks, but rather requires consistent policy intervention, given that legal protection for a trademark applies only once the mark has been officially registered with DJKI (Wijaya & Puspitasari, 2024).

6. RECOMMENDATIONS AND POLICY IMPLICATIONS

Based on the research findings, several recommendations can be formulated. First, the Makassar City Government, through the Cooperatives and MSME Office, needs to integrate trademark registration assistance services into the existing MSME development ecosystem, so that trademark registration becomes part of the MSME "scaling up" service package. Second, synergy between the South Sulawesi Regional Office of the Ministry of Law and Human Rights and local government needs to be expanded through cooperation schemes similar to memoranda of understanding that have proven effective in other regions (Merdeka.com, 2026), in order to accelerate the socialization and facilitation of trademark registration for MSME clusters in Makassar.

Third, collective trademark programs need to be strengthened, particularly for Makassar's distinctive culinary and craft MSME clusters, following the One Village One Brand model that has been implemented nationally and has proven to significantly increase business actor participation within a relatively short time (Direktorat

Jenderal Kekayaan Intelektual, 2023a). Fourth, DJKI and local government need to build an open database containing the number of trademark applications and certificates per regency/city on an annual and sustainable basis, so that evaluative studies such as this one can be conducted with greater data accuracy in the future.

The policy implication of these findings is the importance of an approach that is oriented not only toward MSME quantitative growth but also toward the quality of business legality, including intellectual property protection, as part of a strategy to enhance the competitiveness of Makassar City's MSMEs in both regional and national markets.

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