

The Urgency of Intellectual Property Rights Protection for MSMEs in the Creative Economy Era

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Abstract: The aim of this research was to determine and analyze the effectiveness of legal protection of intellectual property rights holders of micro, small, and medium enterprises in the creative economy sector, as well as to determine the factors that influence the effectiveness of legal protection of intellectual property rights holders of micro, small, and medium enterprises in the creative economy sector. This research method uses an empirical research method. And the results of this study indicate that the level of effectiveness of the implementation of legal protection of intellectual property rights of micro, small, and medium enterprises in the creative economy sector is categorized as quite effective but not optimal due to limitations in terms of preventing plagiarism in terms of protecting copyright and trademarks. The factors that influence effectiveness include several aspects, namely access to information and technology, complex costs and procedures, legal substance, and awareness and knowledge of MSME actors. The recommendations in this study are that collaboration is needed in public education efforts to increase public awareness, improve regulations, and enforce strict laws and that public education and socialization with a wider reach are needed regarding the importance of Intellectual Property Rights as an effort to build public awareness and concern.

Keywords: Intellectual Property Rights, Micro Small and Medium Enterprises, Creative Economy

A. INTRODUCTION

In recent years, technology and the internet (social media) have become an inseparable element of everyday life. Technological innovation has created numerous advancements that impact various aspects of life, including social, cultural, educational, and economic contexts. It can be said that the actions and attitudes of social networking site users in conducting economic transactions are influenced by increasingly sophisticated digital developments. This presents significant opportunities for the Indonesian economic sector due to the high volume of online economic transactions currently conducted by Indonesians.[1]

Indonesia's creative economy sector is currently experiencing rapid growth. This sector encompasses various fields such as art, design, film, music, digital applications, and more.[2]

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in this creative economy, serving as a backbone of the economy, playing a vital role in creating innovation, providing jobs, and supporting economic growth.[3]

Micro, Small, and Medium Enterprises (MSMEs) are creative businesses or enterprises that meet business standards and serve as a source of livelihood for people to meet their living needs. Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, small businesses are defined as activities that provide profit and an independent creative economy.[4]

This means that the owners and business operators come from individuals or business entities that are not dependent on other business units, are not tied to large or medium-sized entrepreneurs and are not branches of any of them. The survival of a Micro, Small, and Medium Enterprise (MSME) can be influenced by both internal and external factors. Internal factors are factors that occur within the company itself, for example, unstable financial conditions, lack of capital, limited human resources, internal supervision, and others. Meanwhile, External Factors are factors that occur outside the company such as markets, raw materials, social, debtor factors, and others. [5]

The position of Micro, Small, and Medium Enterprises (MSMEs) is essential in terms of supporting a regional economy, not only to increase revenue, but also in order to achieve income equality. It is important to recognize that many people with various businesses are involved in the MSME sector. Commitments have been made by the government to empower the people's economy, especially MSMEs and cooperatives. However, despite the enormous potential of the creative economy sector, MSMEs in the creative economy sector often face various challenges and risks, such as the circulation of counterfeit goods, intense competition, and legal uncertainty. This is largely due to a lack of awareness among MSMEs regarding the registration of their ideas or work.[6] For example, a company encountered problems related to its products being sold online. Their products were often copied without permission, whether in terms of product type, product model, product name, and other aspects, threatening the sustainability of the product/brand. Copying a company's product/brand is certainly detrimental to the company or MSMEs because it can threaten the brand's business continuity. If the copied product is of lower quality or fails to meet consumer expectations, this can damage the image of the company or MSME that created the product/brand. Reputation is crucial for MSMEs because they often depend on good customer relationships for business growth.[7]

Along with the advancement of globalization, the creative industry in Indonesia continues to grow. On the other hand, there is concern about brands due to the emergence of many unscrupulous businesses. The sheer number of products produced should receive greater legal attention, specifically legal protection. The lack of effective legislation and law enforcement in the field of trademarks has resulted in cases of trademark counterfeiting continuing to increase every year in Indonesia. Brands are very important in the trade sector and of course serve as a shield to protect the reputation that has been built by a company. Brands help create an identity

for a product or company. In a competitive marketplace, brands play a role in differentiating a company's products from those of competitors and providing added value that leads consumers to choose your product over others. A successful brand can foster consumer loyalty. When consumers are satisfied with a product, they are more likely to become repeat customers and recommend the brand to others. This customer loyalty can be a valuable asset in the long run.[8]

However, MSMEs often face challenges, especially in terms of Legal Protection of Intellectual Property Rights (IPR). In fact, Legal Protection of Intellectual Property Rights (IPR) is very important to implement today. This is because Indonesia has great potential in the creative industry and abundant natural resources, so it needs to be optimally supported in providing Intellectual Property Rights (IPR) Protection to support the sustainability and competitiveness of MSMEs in the domestic and global markets.[9] The government has issued Presidential Regulation of the Republic of Indonesia Number 142 of 2018 concerning the National Creative Economy Development Master Plan (Ridekraf) for 2018-2025. In Ridekraf, it is explained that the Creative Economy is the embodiment of added value from an idea or intellectual property concept that contains originality, born from human intellectual creativity, based on science and technology, skills, and cultural heritage. Intellectual Property is never separate from the business sector, they are always interrelated. The Intellectual Property referred to includes Trademark Rights, Copyright, Trademarks, Trade Secrets, Industrial Designs, Geographical Indications, and Basic Composition of Integrated Circuits.[10]

Despite its importance, many MSMEs do not fully understand the benefits or how to obtain effective Intellectual Property Rights protection. Without adequate protection, MSMEs risk losing the competitive advantage they have built through creativity and innovation. Therefore, legal protection of Intellectual Property Rights has become an unavoidable necessity for MSMEs to strengthen their position in an increasingly competitive market. MSMEs often rely on product or service innovation to differentiate themselves in the market. However, by registering copyrights, patents, or trademarks, they can protect the results of their creativity and innovation from unauthorized use or imitation by others. This protection will provide MSMEs with a sense of security that their work or products will not be stolen or used without fair compensation. Brand protection can be achieved by registering eligible MSME products for Intellectual Property Rights (IPR).[11] This allows the government or state to provide protection, including copyrights, patents, trademarks, and trade secrets. Intellectual Property Protection is crucial for the business world. Businesses need protection for their products and everything related to them.[12]

Ownership of intellectual property rights (IPR) is an exclusive moral right. This is because it is a right granted by the creator, prohibiting others from altering their creativity. This moral right is personal and cannot be transferred to anyone. It is considered a personal right because it is more about the creator's reputation, ability, and integrity. Intellectual Property Rights (IPR) serve as a form of legality for a brand/product produced by MSMEs. By registering IPR,

MSMEs gain official recognition of ownership rights over their intellectual works. Therefore, it is important to understand how the law applies to the protection of Intellectual Property Rights for micro, small, and medium enterprises in the creative economy sector. What is the effectiveness of legal protection of intellectual property rights for micro, small, and medium enterprises in the creative economy sector? What factors influence the effectiveness of legal protection of intellectual property rights holders for micro, small, and medium enterprises in the creative economy sector.[13]

B. METHOD

The type of research used is Empirical Legal research, namely the approach carried out through field research by observing and observing what happens in the field, as well as the application of these regulations in practice in the community. The data sources used in this study are Primary Data, namely empirical data obtained directly from sources through interviews and Secondary Data, namely data obtained and collected through literature or library studies, books, writings, research results, laws and regulations and others that provide instructions and explanations related to the problem to be studied. The research location was chosen at the Regional Office of the Ministry of Law and Human Rights of Makassar City, the Cooperative and UMKM Office of Makassar City, and Micro, Small and Medium Enterprises (UMKM) in Makassar City. And data collection was carried out by the author going directly to obtain data by conducting interviews related to the main problem. Furthermore, a search or observation of literature and relevant documents was carried out in this writing to obtain data. [14]

C. Effectiveness of Legal Protection of Intellectual Property Rights of Micro Enterprises, Small and Medium Enterprises in the Creative Economy Sector.

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the national economy, both as labor absorbers, drivers of regional economies, and as key players in expanding the community's economic base. However, facing increasingly fierce competition, both nationally and globally, MSMEs are required to rely not only on production and distribution but also on protecting their intellectual assets.[15]

Legal protection of Intellectual Property Rights (IPR) for Micro, Small, and Medium Enterprises (MSMEs) is a crucial aspect in supporting business sustainability and competitiveness. Intellectual Property Rights encompass exclusive rights granted to individuals or legal entities over their intellectual works. Intellectual Property Rights are the result of human thought processes that are transformed into creations or discoveries. These creations or discoveries are property to which rights derived from human reason are attached. These rights are used or exploited by humans to improve the welfare and happiness of life. The more advanced and advanced the level of thinking ability of an individual or a nation, the more advanced and advanced the science and technology they master. Consequently, an individual or nation becomes more productive in producing new creations or discoveries. Protection of Intellectual Property Rights is guaranteed in Article. Article 27 of the Universal Declaration of

Human Rights states " *everyone has the right to protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author* ". The forms of Intellectual Property Rights protection for MSME industrial products are as follows:

1. Form of copyright protection for the creator's creations, both scientific and artistic.
2. Goods and services must be labeled with a goods or services mark in the form of a picture, word, name, letter, number, color arrangement or a combination of these factors to create a difference in the business activities of goods and services.
3. Granting a simple patent of the technology obtained in the invention as a work or service.
4. Trade secret information is information that is not known to the public in business technology, has economic value and is used in commercial activities, and is kept secret by the owner of the business secret.

Therefore, legal protection is of utmost importance for MSMEs, as it helps organize various community interests to prevent conflicts. Having legal protection for its products/goods will certainly provide legal certainty in the fight for the rights of those who hold those rights.

The effectiveness of legal protection of intellectual property rights in micro, small and medium enterprises can be seen as follows:

Table 1. Effectiveness of the Implementation of Legal Protection of Intellectual Property Rights

CRITERIA ITEMS	
Preventing Plagiarism	Quite Effective
Protecting Copyright and Trademarks	Quite Effective
Government Support and Role	Effective

The table above shows that the effectiveness level is categorized as quite effective, but not optimal due to limitations in preventing plagiarism and protecting copyright and trademarks. This indicates challenges in detection and enforcement, as well as limitations in tools and technology. This suggests that Micro, Small, and Medium Enterprises (MSMEs) still face difficulties in implementing copyright protection effectively. Law No. 28 of 2014 concerning Copyright emphasizes the need for copyright protection. However, its implementation for MSMEs still requires strengthening with better tools, technology, and law enforcement to ensure effective intellectual property protection.

Plagiarism prevention is still not optimal due to difficulties in detecting and comprehensively prosecuting violations. In the current digital era, online plagiarism often occurs through social media, while monitoring and intervention remain limited. Strengthening plagiarism prevention and copyright and trademark protection requires collaboration in public education, regulatory

improvements, and the implementation of appropriate technology. The effectiveness of copyright protection is determined, in part, by the extent to which MSMEs recognize the importance of registering their trademarks, designs, or creations. Therefore, awareness of the importance of copyright must be increased through outreach and training on copyright. MSMEs' awareness of the importance of copyright cannot be fostered through regulation alone but must be fostered through an educational, participatory, and tangible benefits-based approach. Technologies such as plagiarism detection software and blockchain can improve plagiarism monitoring. Regulations need to be updated to address new challenges and ensure effective implementation. Furthermore, law enforcement, which appears to be weak and slow, must be strengthened against plagiarists. Support for creators is crucial to ensure the optimal functioning of the intellectual property rights protection system. However, these efforts also require government support.

Government support is crucial in protecting Intellectual Property Rights, as the government's role significantly determines the effectiveness of the Intellectual Property Rights system in encouraging innovation, economic growth, and fairness for product creators. Without strong government support, the Intellectual Property Rights protection system will be weak and will not provide optimal benefits to the community and the nation. The government is key to creating a fair, inclusive, and competitive Intellectual Property Rights ecosystem. Government support includes infrastructure improvements, regular monitoring, training, and consistent law enforcement. These measures can enhance the effectiveness of the Intellectual Property Rights registration system.

However, MSMEs often face financial constraints that limit their ability to cover the costs of creating and registering intellectual property rights. Consequently, this can hinder their growth potential and competitiveness. Steps are needed to make these costs more affordable and support MSMEs in obtaining fair and equitable legal protection. Effective implementation of Intellectual Property Rights requires a synergy between education, subsidies, MSME-friendly regulations, and firm law enforcement. MSMEs that have access to IPR protection generally experience increased business value and a sense of security in their creative endeavors. Therefore, the implementation of Intellectual Property Rights is not merely a matter of legality but also part of a strategy for sustainable economic strengthening.

D. Factors that Influence the Effectiveness of Legal Protection of Human Rights Intellectual Property of Micro, Small and Medium Enterprises in the Sector Creative Economy.

In the current era of globalization and digitalization, MSMEs are required to not only be able to compete in production and marketing aspects, but also must have an awareness of the importance of legal protection for their work, innovations, and trademarks because legal protection of Intellectual Property Rights is a crucial aspect in encouraging the growth of the creative economy. The factors that influence the effectiveness of Intellectual Property Rights legal protection include several aspects such as access to information and technology,

administrative costs and procedures, legal substance, and awareness and knowledge of MSME actors regarding Intellectual Property Rights.

In an interview with Resky as the Owner of Cigarettes Labs, he stated, "I have not registered my IPR because of my limited understanding of the procedures and limited budget for registration." One of the main factors affecting the effectiveness of Intellectual Property Rights legal protection is the low level of awareness among MSMEs regarding the importance of registering Intellectual Property Rights. This indicates limited information regarding procedures and the importance of Intellectual Property Rights for MSMEs. MSMEs in remote areas or those not yet covered by IPR assistance programs generally struggle to obtain comprehensive and accurate information. Therefore, broader public outreach and education regarding Intellectual Property Rights are needed.

Another inhibiting factor is the cost of IPR registration, which is often considered prohibitive by MSMEs, as it involves not only administrative fees but also the legal and technical assistance required during the registration process. MSMEs find the process too complex, time-consuming, and disproportionate to the effort and expense involved. Registering Intellectual Property Rights, including copyrights, patents, trademarks, and industrial designs, is crucial for protecting the work and rights of MSMEs. However, many MSMEs find the process too complicated and expensive.

The procedure for registering Intellectual Property Rights (IP) is still considered complicated and complex by some MSMEs. The lengthy administrative process is one of the reasons MSMEs are discouraged from registering their IPR. MSMEs unfamiliar with digital systems often experience difficulties accessing online services, uploading documents, or understanding the status of their registration process. Furthermore, most MSMEs must complete the registration process independently without technical assistance, further complicating their efforts and ultimately discouraging them from registering their IPR. The complex and lengthy procedures for IPR registration are a barrier to MSMEs obtaining legal protection for their work and innovations. These complex procedures involve numerous technical steps, including lengthy processing times, dependence on third parties, and a lack of transparency and assistance. For MSMEs with limited resources and time, these factors make the IPR registration process burdensome. Therefore, procedural simplification, increased digital service capacity, and equitable assistance are needed to facilitate MSME access to the IPR protection system.

In substance, legal protection efforts are divided into repressive and preventive, where repressive is seen in the regulation of criminal acts and preventive provisions that appear in several Intellectual Property Rights Regulations in Copyright there is Law Number 28 of 2014, in Patents there is Law Number 13 of 2016, in Trademarks and Geographical Indications there is Law Number 20 of 2016, in Plant Variety Protection there is Law Number 20 of 2016.

Law Number 29 of 2000, in Trade Secrets there is Law Number 30 of 2000 in Industrial Design there is Law Number 31 of 2000 in Integrated Circuit Layout Design there is Law Number 32 of 2000.

Legal substance is considered theoretically quite effective, as regulations related to Intellectual Property Rights (IP) are already sufficient to provide legal protection to businesses. However, legal substance alone does not guarantee legal certainty for businesses if enforcement and public awareness are low, and the technical process for registering IPR is complicated.

Another key factor is the awareness and knowledge of MSMEs regarding Intellectual Property Rights Protection. Intellectual Property Rights protection does not only depend on formal aspects; MSMEs' awareness and knowledge also significantly determine the effectiveness of implementing Intellectual Property Rights protection. Although legal substance factors, namely regulations and legal systems, are adequate, many MSMEs and the general public do not yet know and understand clearly the benefits and forms of IPR. Types of IPR such as patents, trademarks, copyrights, industrial designs, and trade secrets are often not properly recognized by the public. For example, most MSMEs are more familiar with "Brands" in a commercial context, but do not understand that these brands can be registered for Intellectual Property Rights to be legally protected. This occurs because most MSMEs are not yet aware of the real risks that can occur from not registering their works or products. This lack of awareness is also caused by the perception that IPR violations only occur at the large industrial level, even though violations of MSME works and products can also occur massively, both in offline and *online markets*.

In fact, Intellectual Property Rights (IPR) are a crucial aspect in business development and the creative economy and are key to market competition. Therefore, efforts to increase public legal awareness are crucial as a key to creating an effective and sustainable legal protection system. This can be achieved by increasing education based on legal socialization regarding IPR with a wider reach, for example by optimizing digital platforms and social media as a means of socialization, providing mentoring and assistance in providing services related to IPR registration that are easily accessible, especially for MSMEs in remote areas and regions, and simplifying the IPR registration system to make it easier for MSMEs.

Efforts to address the low level of awareness and knowledge of the public and MSMEs regarding Intellectual Property Rights require a comprehensive approach, namely educational, collaborative, and participatory from various parties, starting from the government, educational institutions, and communities in the community.

By increasing public awareness and knowledge systematically and sustainably, IPR protection will not only become a legal formality, but will also become part of the national business strategy and economic sustainability.

E. CONCLUSION

The Effectiveness Level of the Implementation of Intellectual Property Rights Legal Protection for Micro, Small, and Medium Enterprises in the Creative Economy sector is categorized as quite effective but not optimal due to limitations in preventing plagiarism in protecting copyrights and trademarks. This indicates challenges in detection and enforcement, limited tools and technology, and low awareness of MSMEs regarding this matter. This shows that

Micro, Small, and Medium Enterprises (MSMEs) still face difficulties in implementing copyright protection effectively. The factors that influence the Effectiveness of the Implementation of Intellectual Property Rights Legal Protection for Micro, Small, and Medium Enterprises in the Creative Economy sector include several aspects, such as access to information and technology, namely the still limited public access to information on the importance of registering Intellectual Property Rights, administrative costs that are often considered expensive, procedures that are considered complex so that they are considered not commensurate with the efforts and costs incurred, legal substance, and lack of awareness and knowledge of MSMEs regarding Intellectual Property Rights. And the suggestions presented are the need for collaboration in public education efforts to increase public awareness, regulatory improvements, and strict law enforcement. Plagiarism prevention and copyright and trademark protection require the application of robust technology to improve plagiarism monitoring. Effective implementation of Intellectual Property Rights requires a synergy between education, subsidies, and MSME-friendly regulations. Therefore, the implementation of Intellectual Property Rights is not only about legality, but also part of a sustainable economic strengthening strategy. Procedural simplification of the Intellectual Property Rights creation process is necessary, and measures are needed to make the costs of creating Intellectual Property Rights more affordable to support MSMEs in obtaining fair and equitable legal protection.

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