

ABSTRACT

ROLE OF GOVERNMENT REGENCY TULANG BAWANG TO PROVIDE LEGAL PROTECTION MADUARO FABRIC THAT HAS THE POTENTIAL GEOGRAPHICAL INDICATIONS

BY

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Maduaro fabric is an expression of culture made with hereditary knowledge of indigenous people in Tulang Bawang, Lampung Province. Maduaro fabric is cloth embroidered in the form of a scarf, which is commonly used as a head covering, as well as accessories in traditional ceremonies Pepadun Lampung. Made in the traditional way but has very modern patterns. Using silk or the pineapple fiber that embroidered with thin wire. Maduaro fabric is desirable inside and outside the province of Lampung due to uniqueness, variation of styles and basic color combinations.

The existence of Geographical Indications (GI) is relatively new, even so it clearly regulated in the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS). Indonesia as a member of the World Trade Organization, shall take the protection of GI under the national legal system. GI regulated by Law No. 15 of 2001 On Brand and Government Regulation No. 51 Year 2007 on Geographical Indications.

The approach used in this study is an empirical normative approach, a direct approach via interview, continues with identification legislation on GI fabric Maduro in Tulang Bawang. Produce answers to the problems concerning the legal protection of the fabric Moduaro and effort to do by local governments and communities in Tulang Bawang for protecting Maduaro cloth as potential GI. Legal protection for Maduaro fabric as GI in Lampung, especially in Tulang Bawang is not optimal. It is based on the lack of legislation on national scale or regional regulation relating to Maduaro fabric.

Maduaro fabric must be registered to obtain a certificate of GI as the basic legal protection. Local governments and communities should strive to provide a clear legal protection. In order to preserve the hereditary tradition of craftsmen of Maduaro fabric

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