



Urgency of Legal Aspects in Management of Featured Products as an Effort to Empower Communities in the Campus Circle Area

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Abstract: The strategy of strengthening a competitive domestic economy supported by agricultural development is a strategy that is close to the countryside. Pakintelan is a village located in Gunungpati District, Semarang City. The vast area of the Pakintelan Village is a capital or asset for the people of Pakintelan to make a living because most of the people of Pakintelan are farmers and traders. The purpose of this program is to identify the legal aspects in the management and marketing of superior products in Pakintelan Gunungpati Semarang. The method used in this program in addition to socialization, also carried out observation and documentation of existing resources. This paper confirms that strengthening the legal aspects in the management and marketing of superior products in Indonesia, especially in Pakintelan, Semarang, Central Java, is becoming very important in the midst of globalization and industrial growth. Strengthening these legal aspects must also be supported and carried out by various elements of society including the sword community and the community around the Semarang State University campus which is one of the target markets in the Pakintelan community's small business.

Keywords: campus circle area; empower communities; legal aspects; protection

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A. Introduction

Indonesia is a country rich in natural resources but it cannot be denied that Indonesia has lagged in several fields. The lags are in the fields of technology, industry, infrastructure, skills (ability), intellectual property, economy, etc. Indonesia's backwardness in these fields has become the Government's priority in realizing prosperity and stability in Indonesian society. Existing natural resources are well managed and intended for the welfare of the people of Indonesia.

The Government of Indonesia is making efforts to improve the welfare of the people. The government's efforts to carry out development or improve people's welfare by removing subsidies and diverting subsidies for infrastructure, social and education development. In addition, the government also carried out strategies to improve the welfare of the community by: (1) accelerating the improvement of the welfare of the poor; (2) improving the quality of Indonesia's human resources; (3) strengthening bureaucratic and legal reforms and strengthening democracy and national security; (4) strengthening the competitive domestic economy supported by agricultural, infrastructure and energy development; (5) improvement of management of natural resources and the environment.

The strategy of strengthening a competitive domestic economy supported by agricultural development is a strategy that is close to the countryside. Pakintelan is a village located in Gunungpati District, Semarang City. The population in the Pakintelan Village as of March 2018 is 5275 people. The area of Pakintelan is \pm 274,808 Ha, consisting of: (1) Paddy land \pm 141,755 Ha; (2) yard / building \pm 123,914 Ha; (3) Land for public facilities \pm 1695 Ha.

The vast area of the Pakintelan Village is a capital or asset for the people of Pakintelan to make a living because most of the people of Pakintelan are farmers and traders. Farming is the main work of the native people of Pakintelan Village. The presence of Semarang State University made the Pakintelan Village one of the campus circumference areas that had its own impact on the people of the Pakintelan Village. Pakintelan people generally do cassava farming. Cassava is an easy plant to grow. Cassava is a tuber plant that can grow in the Pakintelan District and is commonly found in the Pakintelan area.

Common problems in cassava cultivation in Pakinetelan are low productivity and income. Low productivity because cassava cultivation technology has not been implemented well. Low income is due to farmers not diversifying the product, which is sold is the original cassava cassava

processing is not carried out. Processing cassava into a superior product of Semarang City will have a higher attractiveness and sale value. Cassava processing can be done into gethuk, cassava chips, or other foods that have cassava-based ingredients.

The logical consequence for Semarang State University to participate in observing Pakintelan Village as a campus circumference area. One of the concerns and contributions of Semarang State University is to empower people around the campus. Changes and impacts are very clearly seen, including for the Village of Pakintelan. Ginanjar (1996: 145) empowerment is an effort to build power by encouraging, motivating, and raising awareness of the potential it will have and striving to develop by strengthening the potential of the community.

Most of the people in Pakintelan Village are farmers and traders and the community has grown traditionally. The limited quality of small business human resources both in terms of formal education and knowledge and skills is very influential on the management of business management for life, so that the business is difficult to develop optimally.

Pakintelan community whose main occupation is farmers and traders, after the presence of Semarang State University shifted. Most sell land which is generally used for farming or farming. Selling their land to migrants for housing or just investment.

Such conditions need to be considered because in the future the native people of Pakintelan will be driven from their land and replaced with migrants. The work of the Pakintelan community has also changed and many are no longer farmers but turn into odd jobs or prefer to work at Semarang State University.

Empowerment carried out in the community is not spared in terms of legal aspects, where the law has a role to protect the community. Legal aspects related to empowerment are trade law and company law. The issues raised are: (1) What is the legal aspect of community empowerment in the Village of Pakintelan in processing superior products? (2) What are the obstacles in empowering the people of Pakintelan Village in processing superior products and what is the solution?

B. Method

The community service method is carried out in stages, namely by identifying problems in the Village of Pakintelan, identifying and carrying out empowerment activities by conducting socialization (introducing the law) and conducting training. The method of implementing community

service activities is carried out in stages, namely by identifying problems, conducting empowerment activities by conducting trainings. The design of activities can be seen in Table 1.

Table 1 Methods of Implementing Community Service

No	Activities	Approach Method	Partners Participation	Evaluation
1	Identification of Problems	Survey and Indept Interview	Cooperation in identifying problems	Arranged systematically the problems raised
2	Identification and inventarization of farming areas	Survey and indept interview	Giving data	Data base
3	Designing empowerment activities by conducting socialization and conducting training	Survey and indept interview	Participation in activities	Systematically structured legal and economic empowerment activities
4	Designing evaluation activities	Evaluation	Participation on evaluation process	Overall activity

Source: Authors Analysis

C. Result and Discussion

According to the Trademark Law is a name, symbol, sign, design or combination thereof to be used as the identity of an individual, organization or company on goods and services owned to distinguish it from other service products. Brand characteristics play a very important role in determining whether a customer decides to trust a brand or not. Based on interpersonal trust research, individuals who are trusted are based on reputation, predictability, and competence.

The term superior potential of the region is interpreted differently by various groups, giving rise to different perceptions among policy makers in the region. In general, regional superior potential can be in the form of commodities or products that have the potential to be developed into superior areas (Hendra, et al, 2017: 113-114). Developing superior products provides many benefits for the area. This superior product will provide benefits in optimizing existing resources and be able to provide knowledge of a material that has more economic value. In addition, the presence of a

superior product can lead to the potential for economic improvement of the community of the region (Jufriyanto, 2019: 28).

The development of superior products in the area around the campus is carried out by Universitas Negeri Semarang as a form of moral responsibility to build a better region. Pakintelan Village is one of the campus ring areas that get attention to develop superior products.

1. Legal Aspects of Community Empowerment in Pakintelan Village in Processing Featured Products

Legal aspects related to community empowerment in Pakintelan Village in processing featured products are carried out by analyzing based on SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).

SWOT analysis or also known as situation analysis is an analysis to identify various factors systematically to formulate a strategy or policy in an economic sector. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously can minimize weaknesses and threats. In carrying out the process of making strategic decisions always related to the development of mission, goals, strategies and wisdom. Thus strategic planning (strategic planning) must analyze the strategic factors that are owned (strengths, weaknesses, opportunities and threats) in the current conditions (Nano, 2012: 137).

This analysis seeks to see comprehensively about the empowerment of the people of Pakintelan in processing superior products, empowerment is focused on legal empowerment, although it will not be separated from the economic side.

Existing strengths, namely: (1) ease in obtaining raw materials (cassava); (2) the availability of productive workforce; (3) the level of education is relatively quite educated; (4) amount of available manpower; (5) Leaders (Lurah Pakintelan) who are open and supportive. Weaknesses (weaknesses), namely: (1) the absence of processing raw materials (cassava) into various kinds of processed; (2) there are capital difficulties; (3) not trained workers for processing; (4) the absence of good management in trying.

The opportunities that exist are: (1) The available market share; (2) there is assistance and guidance from Universitas Negeri Semarang; (3) raw materials will continue to be available regardless of the worst natural conditions; (4) processed business is in high demand by the community. While the threats (threads) that exist are: (1) processed cassava that has been widely circulated; (2) the number of other business actors who are

active in the field of cassava preparations; (3) the number of business actors who have capital and have long tried in processed cassava.

The SWOT analysis provides an illustration for the Village of Pakintelan to be able to do cassava processing business which is a superior product of the Village of Pakintelan. Starting and developing is the first thing to do. Management will be carried out after the establishment of business actors that will carry out the production of food preparations. Continue to innovate products, especially from the type and taste because cassava can generally be processed with a variety of snacks and cakes. Training continues to be done in stages and assistance is carried out to support the sustainability of the community empowerment in the Village of Pakintelan. Encourage business people to attend training, seminars and open new market shares.

The legal aspect can be applied by carrying out the legality of the business to be built. Legality is very important for business actors both in developing their business and in getting capital from creditors. Because with the legality that is fulfilled, it will increase trust for creditors.

Capital is one of the main factors for establishing an industry, because without the availability of capital, the production activities of an industry will be hampered. Industrial owners in starting their businesses mostly use capital with their own money or their own capital (Yusriyansah, 2012).

2. Empowering the Community of Pakintelan Village in Processing Featured Products: Obstacles and Solution

The Government has stipulated Presidential Regulation Number 98 of 2014 concerning licensing for micro and small businesses that aims to provide legal certainty and means of empowerment for Micro and Small Business Actors (*Pelaku Usaha Mikro dan Kecil*, PUMK) in developing their businesses. In addition, in arranging IUMK procedures after leaving PERPRES it becomes simpler, easier, and faster so that it is profitable for businesses. The objectives of the IUMK regulation are for micro and small businesses to: (a) obtain certainty and protection in trying to establish a designated location; (b) getting assistance for business development; (c) getting easy access to financing to bank and non-bank financial institutions; and (d) getting facilities for empowerment from the government, regional government and / or other institutions.

Through these regulations the Government can be known to have a high seriousness to empower the community. Community empowerment programs become something important to be developed in accordance with the socio-cultural community, based on strategies and adaptation patterns

developed by surrounding communities. The social planning model also applies as a whole, so that there is a synergistic chain of activity from various parties (Andi, 2010: 43).

Opportunities for small businesses to be able to develop their businesses. For the Pakintelan community there is an opportunity to create a small business processing superior products and get empowerment from the Government. Empowerment is carried out with a variety of strategies both in production strategies, as well as in marketing strategies.

Obstacles in empowering Pakintelan Village are: (1) Lack of legal knowledge about business legalization; (2) Lack of skills and training related to processed superior products; (3) Lack of knowledge about management in doing business; (4) Lack of understanding or knowledge to obtain capital sources. To overcome these obstacles need a strategy in overcoming them.

The strategy for developing superior product marketing can be carried out by: (1) Carrying out marketing research and studies; (2) Disseminating market information; (3) Improve management skills and marketing techniques for business people; (4) Providing appropriate marketing tools. The strategy of activities to be carried out in the empowerment of Law and Economy of the Campus Circle Area can be formulated as follows:

- a. Improving legal and economic education through the provision of alternative educational facilities and their maximum utilization.
- b. Increased skills through the provision of skills training facilities and active and creative skills training.
- c. Empowering economic business development through training in economic business development.

After the strategy is carried out it is necessary to evaluate the strategy. The success of community empowerment efforts is not only seen from the increase in community income, but also other important and fundamental aspects. Some aspects that need attention in community empowerment include (Ravik, 2001: 122): (1) The development of community organizations/groups that are developed and function in dynamizing the productive activities of the community. (2) Development of strategic networks between groups /community organizations that are formed and play a role in community development. (3) The ability of community groups to access outside sources that can support their development in the field of market information, capital, and technology and management, including the ability of economic lobbying. (4) Guarantee of community rights in managing local resources. (5) Development of technical and managerial capabilities of community groups, so that various technical and organizational problems

can be solved properly. (6) Fulfillment of living needs and increasing the welfare of their lives and being able to guarantee the preservation of the carrying capacity of the environment for development.

D. Conclusion

The campus circumference area is the area that is around (close to) the Universitas Negeri Semarang campus. As a manifestation of the concern of Universitas Negeri Semarang, empowerment needs to be done in terms of the knowledge possessed by experts at Semarang State University. Law as part of science has an important role in empowering people especially in the community around the campus. Empowerment is done through a legal and economic approach. The Pakintelan Village Area is one of the campus circumference areas that have unique characteristics and traditional communities. Legal empowerment is carried out by introducing law and socialization in stages for the purpose of increasing legal awareness and insight in the community around the campus. The economic aspect is related to the superior product that will be developed by the Pakintelan Village. The superior products to be developed are products made from cassava (agricultural products from the Pakintelan region).

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F. Declaration of Conflicting Interests

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QUOTE

**Alone, we can do so
little; together, we
can do so much**

Helen Keller

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