**Geographical Indication Practice in Lampung Province:**

**Case of Lampung Robusta Coffee**

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The geographical indication (GIs) was promoted as a tool to reach the niche market (internationally) for the distinctive geographical linked product in Indonesia. But before the GIs acclaimed successfulness in regional and international market more over in free trade era, it should be well prepared, managed and strengthen in local and national level. As GIs include in the strategic goals of ASEAN Intellectual Property Rights Action Plans 2016-2025, it was followed by the promulgation of the new law of geographical indication and the decision that “2018 as the geographical indication year” in Indonesia. As of January 2019, Indonesia has 66-Registered GIs took third place in ASEAN.

Lampung has two registered GIs which are Lampung Robusta Coffee (2013) and Lampung Black Paper (2015) even though the products are famous, but that popularity is not linked-to and elevated-by the GIs certificate. While, as promised, the GIs certificate will give law protection and boost the economic value benefit directly to the original community farmers. Therefore, they registered their products, although it is costly. However, in Lampung between the aim and the fact create the gap which the factual situation now that GIs certificate may deliver legal protection but may not increase the economic value since it was registered. It is ironic because of Lampung is the biggest exporter of Robusta coffee and black pepper in Indonesia.

This research tries to find the cause of the uncertainty of the GIs successful practice in Lampung Province. Using literature data, in-depth interview with stakeholders, and field observation in Bandar Lampung and West Lampung District. The research found that the GIs certification seemingly treated as finished after registered, the unwell organize coordination between stakeholders, the concept of GIs is not well understood, the inconsistency of GIs Association management and no future planning of registered GIs.

Keywords*: geographical indication, distinctive geographical based product, international and regional market, legal protection, economic value, Lampung practices*

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