

Trademark Protection Regulations for MSMEs in Advancing an Equitable Creative Economy



Anis Mashdurohaturun ^{a,*}, Tri Atika Febriany ^a, Jentung Wisnu Murti ^a, Seftia Azrianti ^a, Mustafa Khedewi ^b

^a Faculty of Law, Universitas Islam Sultan Agung, Semarang, Indonesia.

^b Faculty of Sharia and Law, Al-Azhar University, Cairo, Egypt.

* Corresponding Author: anism@unissula.ac.id

ARTICLE INFO

Article history

Received: February 12, 2026

Revised: July 12, 2026

Accepted: July 30, 2026

Keywords

Justice;
MSMEs;
Protection;
Regulation;
Trademark;

ABSTRACT

Trademark protection for Micro, Small, and Medium Enterprises (MSMEs) is essential to ensuring legal certainty, enhancing business competitiveness, and fostering an equitable creative economy. However, Indonesia's current trademark legal framework remains insufficiently responsive to the distinctive needs and characteristics of MSMEs. This study aims to examine the shortcomings of the current trademark protection framework applicable to MSMEs and to formulate an ideal regulatory model capable of supporting the development of an equitable creative economy. Adopting a socio-legal research method with statutory and conceptual approaches, this study finds that trademark protection for MSMEs remains inadequate due to the implementation of the first to file principle, the absence of affirmative legal protection, weak institutional coordination, limited access to legal assistance, and the ineffectiveness of trademark infringement enforcement mechanisms in the digital era. Accordingly, reconstruction of the trademark protection framework is necessary through a justice oriented regulatory model that integrates affirmative protection for MSMEs, institutional strengthening, and digital law enforcement in order to ensure legal certainty, substantive justice, and sustainable economic development.



This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license.



Introduction

National economic development is fundamentally directed towards achieving public welfare through an equitable economic system as mandated by Article 33 of the 1945 Constitution of the Republic of Indonesia. Strengthening Micro, Small, and Medium Enterprises (MSMEs) constitutes one of the principal instruments for achieving this constitutional objective, as MSMEs have consistently served as the foundation of Indonesia's national economy. According to data published by the Ministry of Micro, Small, and Medium Enterprises of the Republic of Indonesia in



2024, Indonesia is home to approximately 65.5 million MSMEs,¹ contributing around 61% of the national Gross Domestic Product (GDP) while providing employment for more than 97% of the national workforce.² Such substantial contributions demonstrate that the sustainability of MSMEs is not only essential to maintaining national economic stability but also plays a pivotal role in promoting equitable social welfare.³ In this context, effective legal protection of MSME business assets constitutes a fundamental prerequisite for enabling enterprises to achieve sustainable growth amid increasingly competitive digital economic markets.⁴

Strengthening MSMEs has been legally recognised under Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, as amended by Law Number 6 of 2023 concerning the Enactment of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation into Law. This legislative framework affirms the State's obligation to provide facilitation, legal protection, empowerment, and legal certainty for MSMEs in order to enhance national competitiveness. However, practical implementation of these policies has predominantly focused on access to capital, financing, business licensing, and market opportunities, while protection of intellectual property assets, particularly trademarks, has not received proportionate attention as a strategic instrument for increasing the economic value of business activities.

Rapid economic transformation has elevated trademarks from serving merely as product identifiers to becoming valuable commercial assets with significant economic value.⁵ Trademarks perform multiple functions, including distinguishing goods and services, establishing business reputation, strengthening

¹ 'Menko Airlangga: Pemerintah Dukung Bentuk Kolaborasi Baru Agar UMKM Indonesia Jadi Bagian Rantai Pasok Industri Global - Kementerian Koordinator Bidang Perekonomian Republik Indonesia' <<https://www.ekon.go.id/publikasi/detail/5885/menko-airlangga-pemerintah-dukung-bentuk-kolaborasi-baru-agar-umkm-indonesia-jadi-bagian-rantai-pasok-industri-global?utm>>

² 'Dorong UMKM Naik Kelas Dan Go Export, Pemerintah Siapkan Ekosistem Pembiayaan Yang Terintegrasi - Kementerian Koordinator Bidang Perekonomian Republik Indonesia' <https://www.ekon.go.id/publikasi/detail/5318/dorong-umkm-naik-kelas-dan-go-export-pemerintah-siapkan-ekosistem-pembiayaan-yang-terintegrasi?utm>

³ Armin Anzenbacher and Marcus Wagner, 'The Role of Exploration and Exploitation for Innovation Success: Effects of Business Models on Organizational Ambidexterity in the Semiconductor Industry', *International Entrepreneurship and Management Journal*, 16.2 (2020), 571–94 <https://doi.org/10.1007/s11365-019-00604-6>

⁴ Elok Savitri Pusparini and others, 'Surviving Crisis through Business Innovation Ambidexterity and Resilience: Lessons from Indonesian Micro, Small, and Medium Enterprises (MSMEs)', *Asia Pacific Management Review*, 31.2 (2026), 100433 <https://doi.org/10.1016/J.APMRV.2026.100433>

⁵ Muhammad M. Said and Andi Bahri Soi, 'Expanding SME Product Export Market through Digital Innovation in Indonesia', *Dynamic Strategies for Entrepreneurial Marketing*, 2025, 253–69 <https://doi.org/10.4018/979-8-3693-3936-7.CH012>

consumer loyalty, and promoting fair competition.⁶ Consequently, legal protection of trademarks constitutes an integral component of creative economy development. Trademark protection in Indonesia is governed by Law Number 20 of 2016 concerning Trademarks and Geographical Indications. Article 1(1) defines a trademark as a sign capable of being represented graphically for the purpose of distinguishing goods and/or services produced by individuals or legal entities in commercial activities.⁷ Furthermore, Article 3 expressly provides that trademark rights are acquired only upon registration under the *first to file* principle. As a legal consequence, business actors who fail to register their trademarks are not entitled to exclusive rights or legal protection in the event of disputes or unauthorised use of their marks by third parties.

Legal challenges arise because the statutory requirement that trademark registration constitutes the basis for acquiring exclusive rights has not been accompanied by a corresponding level of compliance among MSMEs.⁸ Data published by the Directorate General of Intellectual Property indicate that trademark applications continued to increase, exceeding 150,000 applications throughout 2024.⁹ Nevertheless, this figure remains disproportionately low compared with the more than 65 million MSMEs operating across Indonesia. Consequently, only a small proportion of MSMEs have secured legal protection for their trademarks. This situation demonstrates that the implementation of trademark protection has yet to fulfil the objectives envisaged by the Trademark Law.¹⁰ At the same time, the rapid expansion of the digital economy and electronic commerce has generated new legal challenges through the increasing prevalence of trademark infringement, including imitation, counterfeiting, unauthorised use, cybersquatting, and *passing off*, all of which disproportionately affect MSME products whose commercial reputation continues to expand.¹¹

⁶ Asri Radhitanti and others, 'Empowering MSMEs Through a UI/UX-Centered IP Management Website: A Digital Approach to Economic Growth', *Procedia Computer Science*, 269 (2025), 541–50 <https://doi.org/10.1016/J.PROCS.2025.08.306>

⁷ Sanjay Kumar Mishra and Hemant Kushwaha, 'Managing Litigation Risk through Business Legal Expense Insurance: Facilitators and Inhibitors for MSMEs', *IIMB Management Review*, 35.1 (2023), 57–70 <https://doi.org/10.1016/J.IIMB.2023.04.002>

⁸ Louisa M. Pfeifer, Thomas F. Schreiner, and Henrik Sattler, 'The Role of Consumer-Based Brand Equity on the Prolongation of Trademarks', *Journal of Brand Management*, 32.2 (2025), 94–108 <https://doi.org/10.1057/S41262-024-00370-Z>

⁹ 'Penutupan Tahun IG 2024 & Launching Tahun Hak Cipta & Desain Industri 2025: DJKI Catat Kenaikan Permohonan' <https://jabar.kemenkum.go.id/berita-utama/penutupan-tahun-ig-2024-launching-tahun-hak-cipta-desain-industri-2025-djki-catat-kenaikan-permohonan?utm>

¹⁰ Pankaj C. Patel, 'The Impact of Trademark Intensity on Firm Performance: Unraveling the Role of Product Market Competition, Total Factor Productivity, and SG&A Efficiency', *Managerial and Decision Economics*, 45.6 (2024), 3942–58 <https://doi.org/10.1002/MDE.4247>

¹¹ Javier Bas, Patricio Sáiz, and José L. Zofío, 'What Doesn't Kill You Makes You Stronger: On the Determinants of Trademark Survivability over the Long Term', *Journal of Product & Brand Management*, 34.6 (2025), 862–77 <https://doi.org/10.1108/JPBM-04-2024-5097>

Growing complexity of these challenges is further reinforced by the expansion of the creative economy, which increasingly positions intellectual property as a primary source of value creation and economic growth.¹² According to data released by the Ministry of Tourism and Creative Economy, the creative economy contributed more than IDR 1,400 trillion to Indonesia's national GDP, with the culinary, fashion, and craft subsectors representing the largest contributors, the majority of which are operated by MSMEs.¹³ However, most creative business actors have yet to regard trademark protection as a strategic priority within their business models. This situation is particularly problematic because, within the digital economy, trademarks constitute valuable intangible assets that determine business competitiveness, commercial reputation, and long-term sustainability.¹⁴ In the absence of adequate legal protection, the innovation and creativity generated by MSMEs remain highly vulnerable to exploitation by third parties, thereby diminishing incentives for continuous innovation and ultimately undermining sustainable economic development.¹⁵

Normatively, the Government has undertaken a series of regulatory reforms to improve access to trademark protection.¹⁶ Through Law Number 11 of 2020 concerning Job Creation, subsequently enacted as Law Number 6 of 2023, the period for substantive examination of trademark applications has been reduced to a maximum of 150 working days. In addition, the digitalisation of services provided by the Directorate General of Intellectual Property has enabled electronic trademark registration at a more affordable cost for MSMEs.¹⁷ However, these

¹² Shukhrat Nasirov, 'Trademark Value Indicators: Evidence from the Trademark Protection Lifecycle in the U.S. Pharmaceutical Industry', *Research Policy*, 49.4 (2020) <https://doi.org/10.1016/J.RESPOL.2020.103929>

¹³ 'Menko Airlangga: Bersinergi Untuk Mengakselerasi Pertumbuhan Ekonomi Kreatif Dan Memposisikan Indonesia Menjadi Pusat Inovasi Global - Kementerian Koordinator Bidang Perekonomian Republik Indonesia' <<https://ekon.go.id/publikasi/detail/5982/menko-airlangga-bersinergi-untuk-mengakselerasi-pertumbuhan-ekonomi-kreatif-dan-memposisikan-?utm>>

¹⁴ Meindert Flikkema and others, 'Trademarks' Relatedness to Product and Service Innovation: A Branding Strategy Approach', *Research Policy*, 48.6 (2019), 1340–53 <https://doi.org/10.1016/J.RESPOL.2019.01.018>

¹⁵ Fei Qiao and William Glenn Griffin, 'Brand Imitation Strategy, Package Design and Consumer Response: What Does It Take to Make a Difference?', *Journal of Product and Brand Management*, 31.2 (2022), 177–88 <https://doi.org/10.1108/JPBM-05-2019-2363>

¹⁶ Dinda Aprilia and others, 'Regulatory Model for Tourism Villages in Forest Areas Based on Sustainable Tourism', *Legality: Jurnal Ilmiah Hukum*, 33.1 (2025), 286–306 <https://doi.org/10.22219/LJIH.V33I1.40177>

¹⁷ Mirko Hirschmann, Joern H. Block, and Gorgi Krlev, 'Trademarks and the Innovativeness of Social Enterprises', *Research Policy*, 55.1 (2026), 105342 <https://doi.org/10.1016/J.RESPOL.2025.105342>

administrative simplifications have not been sufficient to address the persistently low rate of trademark registration among MSMEs.¹⁸

Existing legislation governing trademark protection in Indonesia is relatively comprehensive from a normative perspective.¹⁹ Nevertheless, the effectiveness of the current regulatory framework has not been sufficient to guarantee effective legal protection for MSMEs.²⁰ This condition indicates that the underlying challenges extend beyond the substantive content of the law to encompass institutional capacity, policy implementation, and the overall design of the legal protection framework, which has yet to adequately accommodate the distinctive characteristics and needs of MSMEs.²¹ Growing urgency of this research is closely associated with Indonesia's ongoing transition towards an innovation and creativity driven economy.²² Within this context, trademark protection should no longer be understood merely as a mechanism for safeguarding the exclusive rights of trademark owners but also as an essential public policy instrument for promoting fair competition, increasing the added value of domestic products, strengthening the bargaining position of MSMEs within global value chains, and ensuring a more equitable distribution of economic benefits.²³ From the perspective of economic justice, trademark protection should provide MSMEs with equal opportunities to derive economic value from their creativity and innovation, thereby facilitating the achievement of an inclusive, equitable, and sustainable creative economy.²⁴

¹⁸ Yannick Le Nir and others, 'Automatic Similarity Detection for Trademark', *World Patent Information*, 85 (2026), 102452 <https://doi.org/10.1016/j.WPI.2026.102452>

¹⁹ 'Future Trademark Protection in the EU: The Choice between the Community Trade Mark and Individual National Registrations', *World Patent Information*, 18.2 (1996), 113 [https://doi.org/10.1016/0172-2190\(96\)85037-X](https://doi.org/10.1016/0172-2190(96)85037-X)

²⁰ Irfan Ridwan Maksum, Amy Yayuk Sri Rahayu, and Dhian Kusumawardhani, 'A Social Enterprise Approach to Empowering Micro, Small and Medium Enterprises (SMEs) in Indonesia', *Journal of Open Innovation: Technology, Market, and Complexity*, 6.3 (2020) <https://doi.org/10.3390/JOITMC6030050>

²¹ Batara Surya, Syafri Syafri, and others, 'Management of Slum-Based Urban Farming and Economic Empowerment of the Community of Makassar City, South Sulawesi, Indonesia', *Sustainability (Switzerland)*, 12.18 (2020) <https://doi.org/10.3390/SU12187324>

²² Batara Surya, Firman Menne, and others, 'Economic Growth, Increasing Productivity of SMEs, and Open Innovation', *Journal of Open Innovation: Technology, Market, and Complexity*, 7.1 (2021), 20 <https://doi.org/10.3390/JOITMC7010020>

²³ Batara Surya, Hadijah Hadijah, and others, 'Spatial Transformation of a New City in 2006-2020: Perspectives on the Spatial Dynamics, Environmental Quality Degradation, and Socio-Economic Sustainability of Local Communities in Makassar City, Indonesia', *Land*, 9.9 (2020) <https://doi.org/10.3390/LAND9090324>

²⁴ Hitesh Kyal and others, 'Individual Entrepreneurial Orientation on MSME's Performance: The Mediating Effect of Employee Motivation and the Moderating Effect of Government Intervention', *IIM Ranchi Journal of Management Studies*, 1.1 (2022), 21-37 <https://doi.org/10.1108/IRJMS-07-2021-0041>

Several previous studies have examined various aspects of trademark protection for MSMEs. One notable contribution is Rizki Zakariya's study entitled *Optimisation of Trademark Registration Policy for MSMEs in Indonesia*, which primarily focuses on administrative improvements and policy optimisation relating to trademark registration. Nevertheless, the study does not examine whether the existing regulatory framework reflects the principles of justice or adequately supports the development of the creative economy.²⁵ In contrast, the present research extends beyond the optimisation of trademark registration procedures by proposing a comprehensive reconstruction of trademark protection regulations designed to support an equitable creative economy through substantive legal reform, institutional strengthening, and the integration of national policy. Another significant study conducted by Nurul Fibrianti examines trademark protection for business actors in Indonesia by focusing on the prevailing legal framework and its practical implementation.²⁶ However, the study does not propose a model of regulatory reform or adopt an approach that integrates trademark protection with the principles of economic justice for MSMEs. By comparison, this research develops a justice based regulatory reconstruction model that positions trademark protection not only as a mechanism for safeguarding exclusive rights but also as a strategic instrument for empowering MSMEs and advancing creative economy development as a public policy objective.²⁷

Further research by Nooraini Dyah investigates the barriers to trademark protection for MSMEs from the perspective of justice. While the study evaluates policy implementation, it does not propose a comprehensive reconstruction of either the substantive legal framework or the institutional design governing trademark protection.²⁸ In contrast to previous studies, this research introduces the concept of a Justice Based Trademark Protection Regulation, a regulatory reconstruction model encompassing substantive legal reform, strengthened coordination and allocation of authority between central and regional

²⁵ Rizki Zakariya, 'Optimisation of Trademark Registration Policy for MSMEs in Indonesia', *DiH: Jurnal Ilmu Hukum*, 2024, 156–73 <https://doi.org/10.30996/DIH.V20I2.10902>

²⁶ Nurul Fibrianti, 'Trademarks and The Protection for Business Actors in Indonesia: Some Contemporary Issues and Problems', *Indonesian Journal of Advocacy and Legal Services*, 2.1 (2020), 103–10 <https://doi.org/10.15294/IJALS.V2I1.22892>

²⁷ Hasbullah, Huala Adolf, and Sigid Suseno, 'State Loss Settlement Policies in the Bank Indonesia Liquidity Assistance Case', *Journal of Human Rights, Culture and Legal System*, 6.1 (2026), 1–30 <https://doi.org/10.53955/JHCLS.V6I1.798>

²⁸ Nooraini Dyah Rahmawati and Erbin Swara, 'Indonesia's Nickel Export Ban: Between Industrial Downstreaming and International Trade Disputes', *Fortiori Law Journal*, 5.01 (2025), 19–36 <https://doi.org/10.47200/FLJ.V5I01.3051>

governments, integration with creative economy policies, and the establishment of more inclusive protection mechanisms for MSMEs.²⁹

Based on the foregoing discussion, the principal issue addressed in this study concerns the inability of the existing trademark protection regime to provide adequate legal certainty and effective legal protection for MSMEs as the primary actors within Indonesia's creative economy. Although trademark protection has been comprehensively regulated under Law Number 20 of 2016 concerning Trademarks and Geographical Indications, its implementation continues to reveal significant legal and institutional shortcomings. Accordingly, this research seeks to comprehensively examine how the regulatory framework governing trademark protection for MSMEs may be reformulated to support creative economy development that is oriented not only towards economic growth but also towards the realisation of justice, legal certainty, and long-term sustainability for all business actors.

Research Method

This research employs a normative juridical (doctrinal) method to examine and reconstruct the regulatory framework governing trademark protection for MSMEs in supporting the development of an equitable creative economy. The study adopts statutory and conceptual approaches by analysing the 1945 Constitution of the Republic of Indonesia, Law Number 20 of 2016 concerning Trademarks and Geographical Indications, Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises as amended by Law Number 6 of 2023, Government Regulation Number 7 of 2021, Government Regulation Number 24 of 2022, and relevant international legal instruments, namely the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement) and the Paris Convention for the Protection of Industrial Property, in order to identify the normative foundations, regulatory gaps, and legal challenges relating to trademark protection for MSMEs.³⁰ Primary and secondary legal materials, including legislation, international legal instruments, scholarly books, peer reviewed journal articles, legal doctrines, and relevant previous studies, were collected through library research and analysed qualitatively using a descriptive prescriptive method to evaluate the existing regulatory framework and formulate a justice oriented reconstruction of trademark protection regulations capable of strengthening legal certainty, legal protection, and the sustainable development of Indonesia's creative economy.

²⁹ Naeem Allahrakha and others, 'Data Protection Conflicts and Procedural Fairness in Cross-Border Digital Dispute Resolution', *Journal of Sustainable Development and Regulatory Issues (JSDERI)*, 4.1 (2026), 247–77 <https://doi.org/10.53955/JSDERI.V4I1.162>

³⁰ Muazza and others, 'Enhancing Sustainability of Batik MSMEs Through Product Innovation and E-Commerce: A Case Study of Seberang Jambi Indonesia', *International Journal of Islamic Business and Economics (IJIBEC)*, 9.1 (2025), 72–92 <https://doi.org/10.28918/IJIBEC.V9I1.9902>

Results and Discussion

Trademark Protection Regulations for MSMEs in Indonesia

Global economic development has shifted the development paradigm from a natural resource-based economy toward one driven by creativity, innovation, and knowledge as the principal sources of value creation. This transformation has positioned intellectual property as a strategic asset possessing not only legal significance but also substantial economic value through its capacity to enhance competitiveness, expand market access, and generate commercial benefits for business actors.³¹ Among various intellectual property regimes, trademarks maintain the closest relationship with commercial activities. Trademarks are no longer perceived merely as distinguishing signs for goods or services; rather, they have evolved into business identities that embody reputation, product quality, and consumer trust. Within the creative economy, trademarks function as essential instruments enabling business actors to establish product identity while maintaining their competitiveness in increasingly dynamic markets. For MSMEs, trademarks constitute valuable intangible assets because they serve as primary identifiers distinguishing local products from competing goods of a similar nature.³²

Constitutional foundation for trademark protection is established under Article 33 paragraph (4) of the 1945 Constitution of the Republic of Indonesia, which provides that the national economy shall be organized based on the principles of economic democracy while taking into account equitable efficiency, sustainability, independence, and balanced national economic progress. This constitutional mandate demonstrates that economic policy, including intellectual property protection, is intended not only to promote economic growth but also to ensure equitable distribution of economic benefits among all business actors.³³ Such principles are further reinforced by Government Regulation Number 24 of 2022 concerning the Creative Economy, which recognizes intellectual property as an economic asset that may be utilized for business development, product value enhancement, and intellectual property based financing. Such recognition indicates that trademark protection is no longer viewed solely as a mechanism for

³¹ Joan Torrent-Sellens, Mihaela Enache-Zegheru, and Pilar Ficapal-Cusí, 'Twin Transitions or a Meeting of Strangers? Unravelling the Effects of AI and Innovations on Economic, Social and Environmental MSMEs Sustainability', *Technology in Society*, 81.7 (2025), 885–99 <https://doi.org/10.1016/j.TECHSOC.2025.102866>

³² Astri Ayu Purwati, Budiyanto, and Suhermin, 'Innovation Capability as a Mediation in the Relationship of Social Capital and Entrepreneurial Leadership Behavior on the Performance of Culinary and Hospitality Sectors' SMEs in Pekanbaru, Indonesia', *Economic Annals-XXI*, 193.9–10 (2021), 92–998 <https://doi.org/10.21003/EA.V193-11>

³³ Yunarti and others, 'Digital Marketing as a Powerful Tool to Improve MSMEs Performance', 2024, 380–93 https://doi.org/10.2991/978-94-6463-400-6_28

safeguarding exclusive rights but also as an integral component of creative economic development strategies aimed at improving public welfare.³⁴

Strategic contribution of MSMEs to national economic development further underscores the importance of legal protection for trademarks. Pursuant to Article 1 of Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, as amended by Law Number 6 of 2023, MSMEs are defined as productive business entities that play a significant role in promoting economic growth, income distribution, and employment generation.³⁵ In practice, most participants within Indonesia's creative economy operate as MSMEs engaged in culinary businesses, fashion, handicrafts, cosmetics, and various other creative industries. Characteristics of these enterprises demonstrate that trademark identity frequently possesses greater economic value than tangible assets because it determines consumer loyalty and business sustainability.³⁶ Consequently, effective trademark protection constitutes a fundamental necessity to ensure that innovations and creativity generated by MSMEs are not unlawfully imitated or exploited by unauthorized parties.

Trademark protection within Indonesia's national legal system constitutes an integral part of the evolution and harmonization of international intellectual property law.³⁷ Paris Convention for the Protection of Industrial Property recognizes trademarks as objects of industrial property rights entitled to legal protection in every member state.³⁸ This framework is further strengthened by Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement), which Indonesia ratified through Law Number 7 of 1994. TRIPS Agreement requires member states to provide minimum standards of intellectual property protection together with effective enforcement mechanisms. Consequently, Indonesia is obliged to harmonize its domestic intellectual property

³⁴ Abdel Aziz Ahmad Sharabati and others, 'The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations', *Sustainability (Switzerland)*, 16.19 (2024) <https://doi.org/10.3390/SU16198667>

³⁵ Retno Purwani Setyaningrum and others, 'Exploring the Drivers of Creative MSMEs' Green Competitive Advantage in Indonesia: A Natural Resource-Based View Perspective', *Journal of Logistics, Informatics and Service Science*, 11.7 (2024), 497–517 <https://doi.org/10.33168/JLISS.2024.0726>

³⁶ Alexander Zuñiga-Collazos and others, 'Digitalization, Innovation, Sustainability and Performance: A Causal Analysis Applied to Tourism MSMEs', *International Journal of Innovation Studies*, 9.1 (2025), 46–59 <https://doi.org/10.1016/J.IJIS.2024.12.001>

³⁷ Andri Ardhiyansyah and M. Andri Juniansyah, 'Have MSMEs in Indonesia Focused on Business Sustainability? The Influence of Environmental Orientation, Technology Implementation, Green Marketing, and Innovation Capability', *Jurnal Riset Ekonomi Manajemen (REKOMEN)*, 7.2 (2024), 369–94 <https://doi.org/10.31002/rekomen.v7i2.1679>

³⁸ Astri Ayu Purwati and others, 'Digital Heritage Ecosphere: Empowering Local-Wisdom MSMEs for Sustainable Competitive Advantage', *Social Sciences & Humanities Open*, 13 (2026), 102624 <https://doi.org/10.1016/J.SSAHO.2026.102624>

legislation as part of its commitment to the international trading system while simultaneously enhancing legal certainty for business actors.³⁹

Legal policy direction was manifested through the enactment of Law Number 20 of 2016 concerning Trademarks and Geographical Indications, which replaced Law Number 15 of 2001. Enactment of this legislation reflects a policy shift aimed not only at protecting trademark owners but also at strengthening national economic competitiveness through a more modern intellectual property protection system. Legislative reform introduced improvements to trademark registration procedures, enhanced protection for well-known trademarks, comprehensive regulation of geographical indications, and digitalization of trademark registration services, subsequently elaborated through Minister of Law and Human Rights Regulation Number 67 of 2016 and its subsequent amendments. These reforms demonstrate governmental efforts to improve administrative efficiency while expanding public access to the trademark protection system.⁴⁰

Fundamental substance of Law Number 20 of 2016 is based upon the constitutive principle (first to file principle), as expressly stipulated in Article 3, which provides that trademark rights arise only upon registration. Application of this principle ensures legal certainty regarding the legitimate holder of trademark rights because exclusive rights are created only after issuance of a trademark certificate.⁴¹ Such certainty facilitates evidentiary processes in trademark disputes while promoting stability in commercial transactions. Furthermore, exclusive rights granted to trademark owners under Article 1 point 5 authorize the right holder to use the trademark personally or to license its use to other parties as a means of economic exploitation. From the perspective of business law, this regulatory framework positions trademarks as commercial assets capable of generating economic value through business cooperation, network expansion, and enhancement of product reputation within the marketplace.⁴²

Implementation of trademark protection in practice demonstrates that Indonesia's regulatory framework continues to be dominated by an administrative

³⁹ Miftakhul Khasanah, 'The Impact of Habit and Halal Involvement on the Intention to Purchase International Branded Food: Evidence from Indonesia', *Journal of Islamic Marketing*, 16.7 (2025), 1949–73 <https://doi.org/10.1108/JIMA-09-2023-0289>

⁴⁰ Ima Maulida, Amirul Mustofa, and Eny Haryati, 'The Role of Local Government in Reog Ponorogo MSME Empowerment: A Regulator, Facilitator, and Catalyst', *Journal of Community Service and Empowerment*, 4.3 (2023), 568–80 <https://doi.org/10.22219/JCSE.V4I3.29315>

⁴¹ M. S. Mahrinasari, Satria Bangsawan, and Mohamad Fazli Sabri, 'Local Wisdom and Government's Role in Strengthening the Sustainable Competitive Advantage of Creative Industries', *Heliyon*, 10.10 (2024), 1–252 <https://doi.org/10.1016/J.HELIYON.2024.E31133>

⁴² Arthur Sitaniapessy, Petrus Usmanij, and Vanessa Ratten, 'Survivability of MSMEs in Maluku: An Analysis on Challenges, Opportunities and Strategic Development', *Artisan Entrepreneurship*, 2022, 87–98 <https://doi.org/10.1108/978-1-80262-077-120221010>

approach rather than one oriented toward substantive justice.⁴³ Existing protection system is constructed upon the assumption that all business actors possess equal capacity to access trademark registration procedures. Such an assumption does not correspond with the factual circumstances faced by MSMEs, which generally encounter limitations in intellectual property awareness, financial capability, and access to legal assistance.⁴⁴ Consequently, uniform procedural requirements imposed upon all business entities have produced unequal outcomes because MSMEs are required to satisfy the same legal and administrative standards applicable to large corporations possessing substantially greater financial and institutional resources.⁴⁵

Accordingly, Indonesia's trademark protection regime remains predominantly founded upon the concept of formal equality, whereby identical legal norms are applied uniformly to all legal subjects without due consideration of their differing social and economic circumstances. Welfare state theory recognizes that equality before the law does not necessarily require identical treatment in every circumstance. Instead, groups experiencing structural disadvantages require affirmative legal measures to ensure equal opportunities in accessing legal protection.⁴⁶ MSMEs occupy precisely such a disadvantaged position because most entrepreneurs commence their businesses with limited financial resources and primarily concentrate on production continuity and market expansion rather than legal compliance. Under these circumstances, trademark registration is frequently regarded as a secondary priority, notwithstanding that legal protection of trademarks constitutes an essential prerequisite for ensuring long term business sustainability.⁴⁷

Predominance of the first to file principle reveals a significant tension between legal certainty and justice. Although the constitutive system grants legal legitimacy to parties who first register their trademarks, it does not invariably protect business actors who have previously used and established the reputation

⁴³ Ana Rizki and Achmad Fajar Hendarman, 'Empowering Financial and Digital Literacy to Build Resilience of MSMEs: Proposed Implementation in Bandung City', *International Journal of Current Science Research and Review*, 07.10 (2024) <https://doi.org/10.47191/IJCSRR/V7-I10-14>

⁴⁴ Lifan Yang and others, 'The Impact of Digital Trade on the Export Competitiveness of Enterprises An Empirical Analysis Based on Listed Companies in the Yangtze River Economic Belt', *Systems*, 12.12 (2024) <https://doi.org/10.3390/SYSTEMS12120580>

⁴⁵ Akbar Zafar Ogli Tojiboev and others, 'Strengthening Startup Regulation to Advance Sustainable Economic Development in Uzbekistan', *Journal of Sustainable Development and Regulatory Issues (JSDERI)*, 4.2 (2026), 805–32 <https://doi.org/10.53955/JSDERI.V4I2.396>

⁴⁶ Valentino Dodo Suharto, Cisa Eljosa, and Theresia Anita Christiani, 'Regulation Lawyers' Ethics in Digital Litigation: Issues and Reforms on Access to Electronic Evidence', *Contrarius Series: Law & Social Justice*, 1.2 (2026), 243–51 <https://doi.org/10.53955/CSLSJ.V1I2.69>

⁴⁷ S. M.Riad Shams and others, 'Stakeholder Dynamics of Contextual Ambidextrous Capabilities and Authenticity: A Conceptual Synchronisation for Competitive Advantage', *Journal of General Management*, 46.1 (2020), 26–35 <https://doi.org/10.1177/0306307020913688>

of a particular mark.⁴⁸ In practice, numerous MSMEs that have marketed their products for many years have lost their exclusive rights because their trademarks were registered earlier by other parties possessing superior legal knowledge and administrative capacity.⁴⁹ Consequently, legal protection has become more closely associated with compliance with formal registration requirements than with recognition of the economic value derived from creativity, investment, and genuine commercial use of a trademark in the marketplace.⁵⁰

Such reasoning is consistent with Gustav Radbruch's legal theory, which identifies justice, legal certainty, and expediency as three fundamental values that must be realized in a balanced manner.⁵¹ Legal certainty is indispensable for ensuring the stability of legal relationships and providing clarity regarding the legitimate holder of legal rights. Nevertheless, legal certainty cannot be separated from justice, which constitutes the ultimate objective of law. Where legal protection is based exclusively upon administrative legality without due regard to the actual circumstances of business actors, legal rules risk producing inequalities that contradict their social function.⁵² Within the context of trademark protection, this imbalance is reflected in a legal framework that prioritizes formal certainty over effective protection for MSMEs, despite their structural limitations in accessing the intellectual property system.⁵³

These shortcomings become increasingly evident when examined in relation to policies concerning MSME empowerment. Law Number 20 of 2008, as amended by Law Number 6 of 2023, together with Government Regulation Number 7 of 2021, mandates the Government to establish a conducive business environment through regulatory facilitation, legal protection, empowerment, and institutional

⁴⁸ Palupi Lindiasari Samputra and Muhammad Alfarizi, 'Can Advanced Society 5.0 Technology Create Economic and Social Value for Millennial and Generation Z MSMEs in Surabaya, Indonesia? An Economic Resilience Perspective', *Asia Pacific Management Review*, 30.3 (2025) <https://doi.org/10.1016/J.APMRV.2025.100355>

⁴⁹ Abdullah Muslich Rizal Maulana and others, 'From Digital Religion to Digital Islam', *Al-Ahkam: Jurnal Ilmu Syari'ah Dan Hukum*, 11.1 (2026), 3–26 <https://doi.org/10.22515/ALAHKAM.V11I1.11066>

⁵⁰ Agung Nur Probohudono and others, 'Navigating MSMEs' Performance through Innovation and Digital IT Capabilities in Business Strategy', *Social Sciences and Humanities Open*, 12.1 (2025), 377–86 <https://doi.org/10.1016/J.SSAHO.2025.101810>

⁵¹ Ahmad Abdullah, Shantanu Saraswat, and Faisal Talib, 'Impact of Smart, Green, Resilient, and Lean Manufacturing System on SMEs'Performance: A Data Envelopment Analysis (DEA) Approach', *Sustainability (Switzerland)*, 15.2 (2023) <https://doi.org/10.3390/SU15021379>

⁵² Ni Putu and Noni Suharyanti, 'Digital Based Sustainable Tourism Management and Local Wisdom in Serangan Village', *Contrarius Series: Law & Social Justice*, 1.2 (2026), 112–23 <https://doi.org/10.53955/CSLSJ.V1I2.127>

⁵³ Irfan Ridwan Maksum, Amy Yayuk Sri Rahayu, and Dhian Kusumawardhani, 'A Social Enterprise Approach to Empowering Micro, Small and Medium Enterprises (SMEs) in Indonesia', *Journal of Open Innovation: Technology, Market, and Complexity*, 6.3 (2020), 365–400 <https://doi.org/10.3390/JOITMC6030050>

assistance.⁵⁴ Despite this mandate, trademark protection has not yet been incorporated as a central component of MSME empowerment strategies. Government initiatives continue to concentrate primarily on business licensing simplification, access to financing, halal certification, product quality enhancement, and market expansion, whereas assistance relating to trademark registration and intellectual property management remains unevenly implemented.⁵⁵ Within the creative economy, however, commercial success depends not only upon product quality but also upon the ability of business actors to safeguard their commercial identity against unauthorized appropriation by third parties.⁵⁶

Regulatory inconsistency is likewise apparent in the relationship between Law Number 20 of 2016 concerning Trademarks and Geographical Indications and Government Regulation Number 24 of 2022 concerning the Creative Economy. Creative economy legislation recognizes intellectual property as an economic asset capable of supporting intellectual property based financing, thereby acknowledging the economic significance of trademarks as an integral component of creative industry development.⁵⁷ Nevertheless, practical benefits arising from this policy are available only to business actors who have successfully acquired trademark rights through registration. Lack of integration between trademark protection policy and creative economy policy has consequently prevented realization of the broader objective of improving the welfare of MSMEs.⁵⁸ For enterprises that remain unable to access the trademark registration system, opportunities to utilize intellectual property as an instrument for business development remain severely constrained.⁵⁹

⁵⁴ Tamado Efraim Edgar, Ian Spencer, and Ira Fachira, 'Developing an Internationalisation Process through Digital Transformation: An Evidence in British MSMEs', *ACM International Conference Proceeding Series*, 2022, 22–28 <https://doi.org/10.1145/3537693.3537698>

⁵⁵ Article Abstract Author Lalu Wira Pria Suhartana and others, 'Risk-Based Mining Investment in the Framework of Fair Legal Certainty', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 8.1 (2025), 63–85 <https://doi.org/10.24090/VOLKSGEIST.V8I1.12894>

⁵⁶ Adalberto Escobar Castillo and others, 'Factorial Analysis in the Intellectual Capital's Dimensions on Micro, Small and Medium-Sized Export Enterprises', *Procedia Computer Science*, 160.5 (2019), 567–72 <https://doi.org/10.1016/j.PROCS.2019.11.046>

⁵⁷ Kalyani Mulchandani, Sahil Singh Jasrotia, and Ketan Mulchandani, 'Determining Supply Chain Effectiveness for Indian MSMEs: A Structural Equation Modelling Approach', *Asia Pacific Management Review*, 28.2 (2023), 90–98 <https://doi.org/10.1016/j.APMRV.2022.04.001>

⁵⁸ Ebrahim Endris and Andualem Kassegn, 'The Role of Micro, Small and Medium Enterprises (MSMEs) to the Sustainable Development of Sub-Saharan Africa and Its Challenges: A Systematic Review of Evidence from Ethiopia', *Journal of Innovation and Entrepreneurship*, 11.1 (2022) <https://doi.org/10.1186/S13731-022-00221-8>

⁵⁹ Khayrul Alam and others, 'Tracing Micro, Small, and Medium Enterprises (MSMEs) Research Trends Using Bibliometric Techniques: A Comprehensive Scopus Analysis of Business Research', *Strategic Business Research*, 2.1 (2026), 100173 <https://doi.org/10.1016/J.SBR.2026.100173>

Beyond issues concerning substantive legal regulation, effectiveness of trademark protection is also influenced by institutional coordination.⁶⁰ Authority over intellectual property administration rests with the Directorate General of Intellectual Property, whereas responsibility for MSME development is distributed among other ministries and regional governments in accordance with Law Number 23 of 2014 concerning Regional Government. Such institutional fragmentation has not been accompanied by an integrated public service system, resulting in trademark protection continuing to be perceived primarily as an administrative matter within the field of intellectual property rather than as an essential component of economic empowerment policy.⁶¹ Consequently, many MSMEs receive assistance concerning business legality and product marketing without obtaining adequate education regarding the importance of trademark registration from the earliest stages of business establishment.

Rapid expansion of digital commerce further reinforces the necessity for reforming trademark protection regulations.⁶² Utilization of digital marketplaces and social media platforms has substantially expanded market opportunities for MSMEs while simultaneously increasing risks associated with unauthorized trademark use, product identity imitation, and counterfeiting conducted rapidly across multiple jurisdictions.⁶³ Existing regulatory frameworks remain predominantly oriented toward protecting rights only after successful trademark registration and focus primarily on dispute resolution once infringement has occurred.⁶⁴ Characteristics of digital commerce therefore require a more preventive regulatory approach through integration of trademark protection systems, digital platform supervision, and more efficient enforcement mechanisms, thereby ensuring that legal protection functions not only as a repressive instrument but

⁶⁰ Boni Satrio Simarmata, Makmur Handoyo Manullang, and Theresia Anita Christiani, 'Legal Recognition and Evidentiary Issues in Indonesia's Digital Framework', *Contrarius Series: Law & Social Justice*, 1.2 (2026), 33–42 <https://doi.org/10.53955/CSLSJ.V1I2.54>

⁶¹ Hafied Noor Bagja, Mohd Haizam Saudi, and Obsatar Sinaga, 'The Protections of Geographical Indicators and Trademark in The Development of Micro, Small, And Medium Enterprises (Msmes) In Increasing Regional Tax Revenue', *Review of International Geographical Education Online*, 11.3 (2021), 171–76 <https://doi.org/10.33403/rigeo.800481>

⁶² Sohrab Donyavi and others, 'Understanding the Complexity of Materials Procurement in Construction Projects to Build a Conceptual Framework Influencing Supply Chain Management of MSMEs', *International Journal of Construction Management*, 24.2 (2024), 177–86 <https://doi.org/10.1080/15623599.2023.2267862>

⁶³ Maria Imelda Novita Susiang and others, 'Effects of Competitive Intelligence and Halal Integrity on Halalan Tayyiban Implementation Strategy in Indonesian MSMEs: The Mediating Role of Halal Orientation Strategy', *Journal of Islamic Marketing*, 17.2 (2026), 753–71 <https://doi.org/10.1108/JIMA-10-2023-0344>

⁶⁴ Kittapha Saenchaiyathon, Kittika Boonyassa, and Kongkidakhon Worasan, 'An Integrative Logistics-Policy Model of Supply Chain Sustainability in Cooperative-Based Dairy Systems: Evidence from Thailand', *Cleaner Logistics and Supply Chain*, 19 (2026) <https://doi.org/10.1016/j.clscn.2026.100338>

also as an effective means of preventing economic losses suffered by trademark owners.⁶⁵

John Rawls' theory of justice provides a normative foundation for the proposition that legal policy should confer greater benefits upon groups occupying less advantaged social and economic positions through the difference principle. Within the context of trademark protection, this perspective requires adoption of affirmative measures, including simplification of registration procedures, expansion of legal assistance, provision of financial incentives, and integration of intellectual property protection services into MSME empowerment programs.⁶⁶ Uniform procedural requirements that disregard disparities in institutional and economic capacity merely perpetuate unequal access to legal protection. Substantive justice therefore requires the State not only to establish a trademark registration mechanism but also to ensure that all MSMEs possess an equal opportunity to utilize such mechanisms effectively.⁶⁷

Current regulatory framework demonstrates that trademark protection in Indonesia remains primarily oriented toward safeguarding individual rights through an administrative legal approach and has yet to fully integrate trademark protection as an instrument for promoting an equitable creative economy.⁶⁸ Relationship among Law Number 20 of 2016 concerning Trademarks and Geographical Indications, Law Number 20 of 2008 concerning MSMEs as amended by Law Number 6 of 2023, Government Regulation Number 7 of 2021, and Government Regulation Number 24 of 2022 has not yet produced a comprehensive policy framework capable of providing effective legal protection for MSMEs as principal actors within the creative economy. Continued dominance of the first to file principle, absence of affirmative legal mechanisms specifically designed for MSMEs, inadequate policy integration, and limited regulatory responsiveness to developments in digital commerce collectively demonstrate that Indonesia's trademark protection regime continues to require fundamental legal

⁶⁵ Widayati and others, 'The Challenges of Using the Omnibus Law Method in Indonesia's Legal System', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 8.2 (2025), 459–77 <https://doi.org/10.24090/VOLKSGEIST.V8I2.13382>

⁶⁶ Tay Lee Chin, Yeo Chu May Amy, and Chow Poh Ling, 'Growing Success With Sustainable Business Practices Among Small and Medium Enterprises (SMEs): A Resource Orchestration Theory Perspective', *Sustainable Development*, 34.S1 (2026), 523–37 <https://doi.org/10.1002/SD.70189>

⁶⁷ Muhammad Alfarizi, Ngatindriatun Ngatindriatun, and Yura Witsqa Firmansyah, 'Green Nexus Womenpreneurs: Harnessing Internal-External Capabilities for Sustainable MSMEs Fashion', *Research Journal of Textile and Apparel*, 29.4 (2025), 957–78 <https://doi.org/10.1108/RJTA-05-2024-0067>

⁶⁸ Joo Hock Ong and others, 'Ethical Leadership in Environmental, Social and Governance (ESG) Adoption for Malaysian Micro, Small and Medium Enterprises (MSMEs)', *International Journal of Ethics and Systems*, 41.3 (2025), 657–84 <https://doi.org/10.1108/IJOES-08-2024-0266>

reconstruction.⁶⁹ Such reconstruction is essential to ensure that trademark protection not only guarantees legal certainty but also realizes substantive justice, strengthens the competitiveness of MSMEs, and optimizes the role of intellectual property as an instrument for equitable creative economic development.

Regulatory Challenges in Trademark Protection for MSMEs in Promoting an Equitable Creative Economy

Trademark protection for MSMEs depends not only upon the existence of legal regulations governing exclusive trademark rights but also upon the capacity of the legal system to ensure equal access to legal protection for all business actors.⁷⁰ Indonesia has established a legal framework through Law Number 20 of 2016 concerning Trademarks and Geographical Indications, which regulates trademark registration, use, assignment, cancellation, and dispute resolution. This legislation represents Indonesia's harmonization with the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement) and the Paris Convention for the Protection of Industrial Property and, from a normative perspective, complies with internationally recognized standards.⁷¹ Nevertheless, trademark protection for MSMEs continues to encounter significant challenges because both the regulatory design and its implementation have not fully accommodated the principles of substantive justice for business actors facing economic, administrative, and institutional constraints.⁷²

First, implementation of the constitutive principle (first to file principle), as stipulated in Article 3 of Law Number 20 of 2016, provides that trademark rights are acquired only upon registration. Although this system ensures legal certainty regarding the legitimate ownership of trademark rights, it fails to adequately consider the practical realities of MSMEs, which frequently commence business operations with limited financial resources, insufficient legal knowledge, and restricted access to intellectual property services.⁷³ Consequently, legal protection

⁶⁹ Buyung Kurniawan and others, 'A Conceptual Framework for Sustainable Human Resource Management: Integrating Green Practices, Ethical Leadership, and Digital Resilience to Advance the SDGs', *Sustainability (Switzerland)*, 17.21 (2025) <https://doi.org/10.3390/SU17219904>

⁷⁰ Wahidah Shari and others, 'Bridging Stakeholder Influence and Environmental, Social and Governance (ESG) Practices through Knowledge: Insights from Halal Micro, Small and Medium Enterprises (MSMEs)', *Journal of Islamic Accounting and Business Research*, 2026, 1–29 <https://doi.org/10.1108/JIABR-09-2025-0580>

⁷¹ Sarli Rahman and others, 'Digital Competitive Advantages of MSMEs and the Antecedents Factor (Digital Creativity and Digital Culture)', *Journal of Open Innovation: Technology, Market, and Complexity*, 11.3 (2025), 100585 <https://doi.org/10.1016/J.JOITMC.2025.100585>

⁷² Erik Sigcha and others, 'Evaluating the Social Performance of Ecuadorian Textile MSMEs Using Social Organizational Life Cycle Assessment', *Cleaner Environmental Systems*, 12 (2024), 100176 <https://doi.org/10.1016/J.CESYS.2024.100176>

⁷³ Melisa Bunga Altamira, Khairunnisa Devani Aqtus Permana Putri, and Raden Muhammad Rafi Tata Samudra, 'The Role of Creative Content in Digital Marketing Strategies in Educational Institution Social Media (Case Study: Instagram of Vocational Education Program, Universitas Indonesia)', 2023, 62 <https://doi.org/10.3390/proceedings2022083062>

is more readily available to parties capable of satisfying administrative requirements rather than to those who first created, used, and established the commercial reputation of a trademark. Furthermore, Article 21, which governs the refusal of trademark applications on the grounds of similarity to previously registered marks, may disadvantage MSMEs that have long used a particular trademark in commerce but have not formally registered it.

Second, existing legislation does not provide affirmative regulatory measures specifically designed to facilitate trademark protection for MSMEs.⁷⁴ Law Number 20 of 2016 continues to subject all applicants to identical registration procedures without distinguishing their economic capacity or business characteristics. This approach contrasts with Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises, as amended by Law Number 6 of 2023, and Government Regulation Number 7 of 2021, both of which require the Government to establish a conducive business environment through facilitation, legal protection, empowerment, and institutional development for MSMEs.⁷⁵ Despite these statutory mandates, affirmative policies have not been effectively integrated into the trademark protection system, resulting in intellectual property protection receiving considerably less attention than business licensing and financial assistance.⁷⁶

Third, institutional arrangements and policy implementation continue to present substantial obstacles. Trademark protection involves multiple institutions, including the Directorate General of Intellectual Property, ministries responsible for MSME development, regional governments, and law enforcement authorities.⁷⁷ Distribution of institutional authority has not been accompanied by effective coordination, causing trademark protection to operate in a fragmented and sectoral manner. Existing MSME development programs primarily emphasize production capacity enhancement, marketing, halal certification, and business digitalization, whereas assistance concerning intellectual property protection has

⁷⁴ Muhammad Azeem and others, 'Expanding Competitive Advantage through Organizational Culture, Knowledge Sharing and Organizational Innovation', *Technology in Society*, 66 (2021) <https://doi.org/10.1016/j.techsoc.2021.101635>

⁷⁵ Abdul Nasser Hasibuan and others, 'Market-Based and Accounting-Based Financial Reporting Quality and Investor Decision-Making: Evidence from Indonesian Manufacturing Firms', *Jurnal Ilmiah Peuradeun*, 14.2 (2026), 1051–72 <https://doi.org/10.26811/PEURADEUN.V14I2.1850>

⁷⁶ Ahmed Abdel-Maksoud, Mirna Jabbour, and Magdy Abdel-Kader, 'Stakeholder Pressure, Eco-Control Systems, and Firms' Performance: Empirical Evidence from UK Manufacturers', *Accounting Forum*, 45.1 (2021), 30–57 <https://doi.org/10.1080/01559982.2020.1827697>

⁷⁷ Justin Yifu Lin and others, 'Development Strategy and the MSMEs Finance Gap Development Strategy and the MSMEs Finance Gap', *Journal of Government and Economics*, 5 (2022), 1–13 <https://doi.org/10.1016/J.JGE.2022.100034>

not yet become an integrated component of every stage of business development.⁷⁸ As a consequence, many MSMEs have successfully obtained business legality while remaining without legal protection for their commercial identity, which constitutes one of their most valuable business assets.

Fourth, challenges also arise in the field of law enforcement. Article 83 of Law Number 20 of 2016 grants registered trademark owners the right to initiate legal proceedings against parties that unlawfully use their trademarks. Although appropriate legal instruments are available, their effectiveness remains heavily dependent upon the trademark owner's ability to access dispute resolution mechanisms. Most MSMEs lack adequate financial resources, legal representation, and institutional capacity to pursue litigation involving substantial costs and lengthy judicial proceedings. Consequently, enforcement mechanisms are more readily utilized by large business entities, whereas MSMEs frequently choose not to pursue legal action despite suffering economic losses arising from unauthorized trademark use.⁷⁹

Fifth, institutional shortcomings are further reflected in the limited integration between trademark protection and creative economy policies. Government Regulation Number 24 of 2022 recognizes intellectual property as an economic asset that may be utilized within intellectual property based financing schemes. Nevertheless, practical implementation continues to face considerable obstacles because the majority of MSMEs have not yet acquired registered trademarks capable of serving as legally recognized intellectual property assets. Consequently, interaction between trademark protection policy and creative economy policy has not generated optimal outcomes, as legal protection remains inaccessible to a substantial proportion of MSMEs that constitute the primary beneficiaries of creative economic development.⁸⁰

Sixth, limited legal literacy significantly weakens the effectiveness of Indonesia's trademark protection system. Many MSME owners continue to perceive trademarks merely as trade names rather than as valuable intangible assets possessing both economic significance and legal protection.⁸¹ This

⁷⁸ Lara Agostini, Francesco Galati, and Luca Gastaldi, 'The Digitalization of the Innovation Process: Challenges and Opportunities from a Management Perspective', *European Journal of Innovation Management*, 23.1 (2020), 1–12 <https://doi.org/10.1108/EJIM-11-2019-0330>

⁷⁹ Mohammed A. Al-Sharafi and others, 'Determinants of Cloud Computing Integration and Its Impact on Sustainable Performance in SMEs: An Empirical Investigation Using the SEM-ANN Approach', *Heliyon*, 9.5 (2023) <https://doi.org/10.1016/j.heliyon.2023.e16299>

⁸⁰ Abhaya sanatan satpathy and others, 'Strategies for Enhancements of MSME Resilience and Sustainability in the Post-COVID-19 Era', *Social Sciences & Humanities Open*, 11 (2025), 101223 <https://doi.org/10.1016/J.SSAHO.2024.101223>

⁸¹ Abdul Kadir Jaelani and others, 'The Impact of Tourism Villages Regulations to Achieve Sustainable Villages Tourism', *Contrarius*, 1.3 (2025), 245–61 <https://doi.org/10.53955/CONTRARIUS.V1I3.217>

perception encourages entrepreneurs to prioritize business capital, production, and marketing activities over the protection of intellectual property rights. As a result, trademark registration rates among MSMEs remain relatively low, leaving numerous locally recognized products without formal legal protection. Such limited legal awareness is further exacerbated by inadequate access to education and legal assistance concerning intellectual property, as MSME empowerment programs have not consistently incorporated intellectual property protection as an integral component of business development initiatives.⁸²

These challenges have become increasingly complex with the rapid expansion of the digital economy. Utilization of online marketplaces, social media, and electronic commerce platforms has significantly expanded market access for MSMEs while simultaneously increasing the risks of unauthorized trademark use, product counterfeiting, packaging imitation, passing off, and deceptive trademark practices that mislead consumers.⁸³ Characteristics of digital commerce enable infringements to occur rapidly and across extensive geographical areas, thereby causing substantially greater economic losses than those arising from conventional commercial transactions. Existing legal protection mechanisms, which remain primarily oriented toward conventional registration procedures and post infringement dispute resolution, have not yet demonstrated sufficient capacity to respond effectively to the dynamic nature of digital commerce.

Collectively, these challenges demonstrate that trademark protection for MSMEs is closely associated with the three components of the legal system identified by Lawrence M. Friedman, namely legal substance, legal structure, and legal culture. From the perspective of legal substance, existing regulations continue to emphasize administrative protection through the first to file principle without incorporating affirmative mechanisms specifically intended for MSMEs. From the perspective of legal structure, institutional coordination has not yet succeeded in establishing an integrated system of public services and legal assistance. From the perspective of legal culture, limited public awareness concerning the importance of trademark registration has resulted in legal protection generally being pursued only after infringement has already occurred.⁸⁴

Cumulative impact of these deficiencies has prevented realization of optimal legal certainty and substantive justice for MSMEs. Article 28D paragraph (1) of the

⁸² Marco Balzano, Giacomo Marzi, and Teresa Turzo, 'SMEs and Institutional Theory: Major Inroads and Opportunities Ahead', *Management Decision*, 63.13 (2025), 1–27 <https://doi.org/10.1108/MD-05-2023-0734>

⁸³ Omar M. Bwaliez, 'The Triple Impact of Green Supply Chain Management on Circular Economy, Environmental, and Export Performances', *Benchmarking*, 2025 <https://doi.org/10.1108/BIJ-11-2024-0991>

⁸⁴ Arnold Japutra and others, 'Understanding Employer Branding within MNC Subsidiaries: Evidence from MNC Hotel Subsidiaries in Indonesia', *Journal of International Management*, 30.1 (2024), 101100 <https://doi.org/10.1016/J.INTMAN.2023.101100>

1945 Constitution of the Republic of Indonesia guarantees every person's right to recognition, protection, legal guarantees, and fair legal certainty. Nevertheless, legal certainty established through the trademark registration system has not yet fully reflected substantive justice because business actors do not possess equal capacity to obtain legal protection.⁸⁵ From the perspective of John Rawls' theory of justice, a fair legal system must ensure that groups occupying less advantaged positions are afforded equal opportunities to benefit from legal institutions. Accordingly, comprehensive regulatory reconstruction is required to integrate principles of substantive justice, affirmative legal policies, institutional strengthening, digital transformation, and MSME empowerment, thereby ensuring that trademark protection genuinely functions as an instrument for promoting an inclusive and equitable creative economy.⁸⁶

Reconstruction of Trademark Protection Regulations for MSMEs in Promoting an Equitable Creative Economy

Reconstruction of trademark protection regulations for MSMEs constitutes a logical consequence of the normative and practical deficiencies that continue to characterize Indonesia's trademark legal system.⁸⁷ Analysis presented in the preceding discussion demonstrates that the principal issue no longer lies in the absence of legal regulation but rather in the inability of the existing regulatory framework to provide legal protection capable of ensuring both legal certainty and substantive justice for MSMEs as the primary actors within the creative economy. Although Law Number 20 of 2016 concerning Trademarks and Geographical Indications has established a legal basis for exclusive trademark rights, its regulatory orientation remains predominantly focused on administrative compliance through the trademark registration system.⁸⁸ Such an approach has prevented legal protection from adequately responding to the distinctive characteristics of MSMEs, which commonly face limitations in financial resources, access to information, institutional capacity, and legal capability. Regulatory reconstruction is therefore required to transform the paradigm of trademark protection from a mechanism primarily safeguarding individual rights into an

⁸⁵ Emmanuel Vargas Penagos, 'The Digital Prior Restraint: Applying Human Rights Safeguards to Upload Filters in the EU', *Computer Law & Security Review*, 59 (2025), 106219 <https://doi.org/10.1016/j.clsr.2025.106219>

⁸⁶ WooJung Jon and Sung-Pil Park, 'Comparative Analysis of Trademark Protection in the Metaverse and Registration of Virtual Goods and NFTs', *Computer Law & Security Review*, 57 (2025), 106137 <https://doi.org/10.1016/J.CLSR.2025.106137>

⁸⁷ Julien Cabay, Thomas Vandamme, and Olivier Debeir, 'Looking through the Crack in the Black Box: A Comparative Case Law Benchmark for Auditing AI-Powered Trade Mark Search Engines', *Computer Law & Security Review*, 59 (2025), 106167 <https://doi.org/10.1016/J.CLSR.2025.106167>

⁸⁸ Tariq Muhammad Hussein Al-Zoubi, 'Law, Information Systems Governance, and Audit Accountability: A Bibliometric Review', *EDPACS*, 2026 <https://doi.org/10.1080/07366981.2026.2622772>

instrument for promoting an equitable creative economy through the empowerment of MSMEs.⁸⁹

Normative foundation for such regulatory reconstruction is rooted in the principle of social justice embodied in the Fifth Principle of Pancasila, which requires equitable opportunities for all citizens to benefit from national economic development. This constitutional principle is further reinforced by Article 28D paragraph (1) of the 1945 Constitution of the Republic of Indonesia, which guarantees every person's right to recognition, legal guarantees, protection, and fair legal certainty, as well as Article 33 paragraph (4), which provides that the national economy shall be organized based upon the principles of economic democracy, together with solidarity, equitable efficiency, sustainability, and self reliance. These constitutional provisions demonstrate that intellectual property protection cannot be regarded solely as an instrument for ensuring legal certainty but must also function as a mechanism for promoting equitable economic opportunities for all business actors, including MSMEs. A trademark protection system that primarily benefits business entities possessing superior economic and administrative capacity is inconsistent with Indonesia's legal ideals, which require a balanced realization of legal certainty, justice, and social utility.

Juridical justification for regulatory reconstruction is evident in the lack of regulatory harmonization between Law Number 20 of 2016 and the legislative framework governing MSME empowerment, particularly Law Number 20 of 2008 as amended by Law Number 6 of 2023, Government Regulation Number 7 of 2021, and Government Regulation Number 24 of 2022 concerning the Creative Economy. Existing trademark legislation continues to recognize registration as the sole prerequisite for acquiring exclusive rights pursuant to Article 3, whereas the legislative framework governing MSME development imposes an obligation upon the Government to provide facilitation, protection, and institutional assistance to business actors.⁹⁰ Interaction between these two legal regimes has not yet been effectively integrated, resulting in trademark protection remaining detached from the broader national strategy for MSME empowerment.⁹¹ Consequently, intellectual property protection policies continue to operate independently without adequate support from institutional empowerment mechanisms.

⁸⁹ Paweł Sz wajdler, 'Limitations of the Freedom of Hyperlinking in the Fields of Copyright Law, Trademark Law and Unfair Competition Law: Is Case-by-Case Approach Sufficient?', *Computer Law & Security Review*, 45 (2022), 105692 <https://doi.org/10.1016/j.CLSR.2022.105692>

⁹⁰ Budi Sukardi and others, 'Donation Intention and Behavior in Indonesian Digital Crowdfunding: Integrating Social Presence and Interpersonal Behavior Theories', *Jurnal Ilmiah Peuradeun*, 14.2 (2026), 1073–96 <https://doi.org/10.26811/PEURADEUN.V14I2.1217>

⁹¹ Luca Tosoni, 'The Right to Object to Automated Individual Decisions: Resolving the Ambiguity of Article 22(1) of the General Data Protection Regulation', *International Data Privacy Law*, 11.2 (2021), 145–62 <https://doi.org/10.1093/IDPL/IPAA024>

Sociological considerations further demonstrate that a substantial proportion of MSMEs continue to encounter significant obstacles in accessing the trademark protection system. Limited legal literacy, insufficient legal assistance, perceived financial barriers associated with trademark registration, and the increasing prevalence of trademark imitation within digital commerce have collectively prevented many MSMEs from obtaining effective legal protection. At the same time, rapid expansion of the creative economy through digital platforms has fundamentally transformed contemporary commercial practices. Such developments have substantially increased the economic value of trademarks while simultaneously exposing business actors to greater risks of trademark infringement. These social realities require a regulatory framework that extends beyond post-infringement remedies by incorporating preventive legal mechanisms capable of responding effectively to technological developments and the evolving nature of digital commerce.⁹²

Reconstruction of the substantive legal framework should begin with strengthening the provisions of Law Number 20 of 2016 without abandoning the constitutive principle (first to file principle), which has become an internationally recognized standard under the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement). This principle should remain intact because it provides legal certainty regarding ownership of trademark rights. Nevertheless, Article 3 should be reconstructed by incorporating provisions establishing affirmative legal protection for MSMEs. Such amendments may recognize a limited priority right for MSMEs that are able to demonstrate genuine prior use of a trademark in good faith before registration. This mechanism would not eliminate the obligation to register trademarks but would instead provide provisional legal protection during the examination process, thereby reducing the risk of trademark appropriation by parties acting in bad faith.⁹³

Regulatory reconstruction should likewise extend to Article 21, which governs the grounds for refusing trademark registration applications. Existing provisions should not rely exclusively upon similarity with previously registered trademarks but should also require consideration of prior commercial use, good faith, business reputation, and the legitimate interests of MSMEs as part of the substantive examination process. Incorporation of these additional criteria would strengthen legal protection for business actors that have established the commercial reputation of their products prior to registration while simultaneously preventing trademark squatting. Such an approach more accurately reflects the principle of

⁹² Chunyu Zhao and others, 'From Ethnocentrism to Cosmopolitanism: Exploring Tourist Motivation through Cultural Intelligence and Global Literacy', *Jurnal Ilmiah Peuradeun*, 14.2 (2026), 1165–84 <https://doi.org/10.26811/PEURADEUN.V14I2.2615>

⁹³ Aisya Thalia Faz and others, 'Implementation and Challenges of Carbon Tax to Reduce Emissions in Indonesia', *Journal of Justice Dialectical*, 2.1 (2024), 1–16 <https://doi.org/10.70720/JJD.V2I2.37>

substantive justice because trademark examiners would evaluate not only administrative compliance but also the relevant social and economic circumstances underlying the actual use of a trademark.⁹⁴

Strengthening the substantive legal framework should also encompass simplification of trademark registration procedures and the provision of special facilities specifically designed for MSMEs. Future regulations should provide for expedited examination of MSME trademark applications, exemptions from or subsidies for registration fees, and the establishment of integrated legal consultation services linked to business licensing procedures. Such affirmative measures represent a concrete implementation of the State's constitutional obligation to provide legal protection and institutional empowerment for MSMEs, as mandated by Law Number 20 of 2008 and Government Regulation Number 7 of 2021. Under this reconstructed approach, legal protection would no longer be understood solely as the conferral of exclusive rights following registration but would also encompass the creation of equitable access to the legal system for business actors experiencing structural limitations in financial and institutional resources.

Institutional reconstruction constitutes an essential component of regulatory reform because the effectiveness of trademark protection is determined not only by the quality of legal regulations but also by the degree of coordination among relevant institutions.⁹⁵ Directorate General of Intellectual Property should establish an integrated service system in collaboration with ministries responsible for MSME development, creative economy affairs, regional governments, higher education institutions, and legal aid organizations. Such an institutional coordination model would enable trademark protection to become an integral component of business development from the moment an MSME obtains its Business Identification Number (Nomor Induk Berusaha). Accordingly, every MSME completing business registration should automatically receive legal education, technical assistance, and facilitation for trademark registration, thereby ensuring that intellectual property protection is no longer regarded as a separate administrative matter but rather as an integral element of national economic empowerment policy.⁹⁶

⁹⁴ Endah Palupy and others, 'Personal Data Protection Governance in the Asia Pacific Region: A Review of the Scope, Effectiveness, and Legal Challenges', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 1 (2026), 197–225 <https://doi.org/10.24090/VOLKSGEIST.V9I1.15362>

⁹⁵ Hamda Sulfinadia and others, 'Negotiating Islamic Inheritance and Customary Law: Functional Legal Pluralism and Matrilineal Pusako Randah in Minangkabau', *Journal of Islamic Law*, 7.1 (2026), 1–30 <https://doi.org/10.24260/JIL.V7I1.3743>

⁹⁶ Hamim Ilyas, 'Jurisprudential Interpretation and Digital Worship: A Critical Study of the Muhammadiyah Fatwa on Virtual Friday Prayers', *Journal of Islamic Law*, 6.2 (2025), 377–400 <https://doi.org/10.24260/JIL.V6I2.4413>

Digital transformation likewise necessitates reconstruction of the mechanisms governing the implementation of trademark protection. Existing regulations remain predominantly oriented toward resolving disputes after infringement has occurred, whereas digital commerce requires preventive legal mechanisms capable of responding proactively to potential violations. Government should therefore establish an integrated supervisory framework involving operators of online marketplaces and electronic commerce platforms through the imposition of obligations to verify trademark ownership, provide effective notice and takedown procedures, and develop automated technologies capable of detecting unauthorized trademark use. Adoption of such measures would accelerate protection of trademark owners' rights while simultaneously reducing the circulation of products that infringe intellectual property rights within the digital marketplace.⁹⁷

Regulatory models designed to accommodate the development of the creative economy should also recognize trademarks as economic assets rather than merely objects of legal protection. Government Regulation Number 24 of 2022 has created opportunities for utilizing intellectual property as collateral within intellectual property based financing schemes.⁹⁸ This policy should be further strengthened through regulatory measures that promote integration among trademark registration, intellectual property based financing, business development, and digital marketing strategies.⁹⁹ Under such an integrated framework, trademarks would function not only as identifiers of commercial products but also as strategic economic assets capable of expanding access to financing, enhancing business competitiveness, and increasing investment opportunities for MSMEs within the creative economy ecosystem. Accordingly, this study proposes several regulatory reconstruction measures aimed at strengthening the trademark protection framework for MSMEs.

Table 1. Trademark Protection Regulations for MSMEs in Advancing an Equitable Creative Economy

Existing Regulation	Regulatory Weaknesses	Proposed Norm (Ius Constituendum)
Article 3 of Law No. 20 of	Absolute application of the <i>first to</i>	Amend Article 3 to recognize

⁹⁷ Putri Rahmah Nur Hakim and others, 'Contesting Sharia and Human Rights in the Digital Sphere: Media Representations of the Caning Controversy under the Qanun Jinayat in Aceh', *Journal of Islamic Law*, 6.2 (2025), 206–35 <https://doi.org/10.24260/JIL.V6I2.3600>

⁹⁸ David López Jiménez, Eduardo Carlos Dittmar, and Jenny Patricia Vargas Portillo, 'New Directions in Corporate Social Responsibility and Ethics: Codes of Conduct in the Digital Environment', *Journal of Business Ethics*, 2021 <https://doi.org/10.1007/S10551-021-04753-Z>

⁹⁹ Muhammad Yofian Roesjdiansyah, Raka Widya Nugraha, and Yolva Febreight Arthania, 'Policy of Taxation of Premium Value Addition Tax (Ppnbm) on Motorwages for the Purpose of Tax Collection in Indonesia', *Journal of Justice Dialectical*, 2.1 (2024), 56–69 <https://doi.org/10.70720/JJD.V2I2.45>

2016 adopts the <i>first to file</i> principle.	<i>file</i> principle disadvantages MSMEs that have acted in good faith but are unable to register their trademarks due to financial, legal, and administrative constraints.	good faith prior use by MSMEs through provisional protection, priority examination, and expedited trademark registration.
Article 21 of Law No. 20 of 2016 refuses applications that are identical or substantially similar to registered or well-known trademarks.	Examination focuses primarily on trademark similarity, without considering prior use, good faith, business reputation, or MSME interests, thereby enabling trademark squatting.	Amend Article 21 to require examiners to consider prior use, good faith, business reputation, commercial evidence, and MSME protection during substantive examination.
Article 83 of Law No. 20 of 2016 grants registered trademark owners the right to bring legal actions.	Enforcement is litigation-oriented, while most MSMEs lack legal knowledge, financial resources, and access to legal assistance.	Amend Article 83 to require the Government to provide free legal aid, mediation, dispute resolution, and litigation/non-litigation assistance for MSMEs.

Processed by the Authors

The proposed regulatory reconstruction is guided by Gustav Radbruch's three objectives of law justice, legal certainty, and expediency by preserving trademark registration as the basis for legal certainty while introducing affirmative legal policies that address the structural limitations of MSMEs and integrate trademark protection with MSME empowerment, creative economy development, and digital transformation. Consistent with John Rawls' theory of justice, this approach promotes greater protection for disadvantaged groups through a comprehensive legal ecosystem that combines substantive legal reform, institutional strengthening, digitalized public services, and economic empowerment. Consequently, the proposed model enhances MSMEs' access to legal protection, strengthens the competitiveness of domestic products, and supports the development of an equitable, competitive, and sustainable creative economy in line with Indonesia's constitutional mandates.¹⁰⁰

Conclusion

The findings demonstrate that Indonesia's trademark protection framework for MSMEs has not yet achieved equitable legal protection because it remains predominantly based on the *first to file* principle without adequate affirmative policies addressing the structural limitations of MSMEs. Although Law Number 20 of 2016 provides legal certainty, its implementation is hindered by weak harmonization with MSME policies, limited legal literacy and assistance, inadequate institutional coordination, and insufficient adaptation to the digital commercial ecosystem. Accordingly, regulatory reconstruction is required through

¹⁰⁰ Abdurrohman Kasdi and others, 'Fatwa and Religious Authority: Islamic Law, Social Media Ethics and Digital Age', *Al-Ahkam: Jurnal Ilmu Syari'ah Dan Hukum*, 11.1 (2026), 56–66 <https://doi.org/10.22515/ALAHKAM.V11I1.10755>

amendments to Articles 3, 21, and 83 of Law Number 20 of 2016 by introducing affirmative provisions for MSMEs, including simplified registration, accessible legal assistance, stronger institutional coordination, and enhanced protection in digital commerce. These reforms are expected to establish a more adaptive and integrated trademark protection system that advances justice, legal certainty, and legal expediency while supporting an inclusive, competitive, and sustainable creative economy in accordance with Articles 28D (1) and 33(4) of the 1945 Constitution.

References

- Abdel-Maksoud, Ahmed, Mirna Jabbour, and Magdy Abdel-Kader, 'Stakeholder Pressure, Eco-Control Systems, and Firms' Performance: Empirical Evidence from UK Manufacturers', *Accounting Forum*, 45.1 (2021), 30–57
<https://doi.org/10.1080/01559982.2020.1827697>
- Abdullah, Ahmad, Shantanu Saraswat, and Faisal Talib, 'Impact of Smart, Green, Resilient, and Lean Manufacturing System on SMEs' Performance: A Data Envelopment Analysis (DEA) Approach', *Sustainability (Switzerland)*, 15.2 (2023)
<https://doi.org/10.3390/SU15021379>
- Abstract Author Lalu Wira Pria Suhartana, Article, Zainal Asikin, L Muh Hayyanul Haq, Mabarroh Azizah, Islam Negeri Profesor Kiai Haji Saifuddin Zuhri Purwokerto, Corresponding Author, and others, 'Risk-Based Mining Investment in the Framework of Fair Legal Certainty', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 8.1 (2025), 63–85
<https://doi.org/10.24090/VOLKSGEIST.V8I1.12894>
- Agostini, Lara, Francesco Galati, and Luca Gastaldi, 'The Digitalization of the Innovation Process: Challenges and Opportunities from a Management Perspective', *European Journal of Innovation Management*, 23.1 (2020), 1–12
<https://doi.org/10.1108/EJIM-11-2019-0330>
- Al-Sharafi, Mohammed A., Mohammad Iranmanesh, Mostafa Al-Emran, Ahmed Ibrahim Alzahrani, Fadi Herzallah, and Norziana Jamil, 'Determinants of Cloud Computing Integration and Its Impact on Sustainable Performance in SMEs: An Empirical Investigation Using the SEM-ANN Approach', *Heliyon*, 9.5 (2023)
<https://doi.org/10.1016/j.heliyon.2023.e16299>
- Alam, Khayrul, Md. Monowar Uddin Talukdar, Dulal Chandra Pattak, Md. Motahar Hossain, Reday Chandra Bhowmik, and Sohikul Islam, 'Tracing Micro, Small, and Medium Enterprises (MSMEs) Research Trends Using Bibliometric Techniques: A Comprehensive Scopus Analysis of Business Research', *Strategic Business Research*, 2.1 (2026), 100173
<https://doi.org/10.1016/J.SBR.2026.100173>
- Alfarizi, Muhammad, Ngatindriatun Ngatindriatun, and Yura Witsqa Firmansyah, 'Green Nexus Womenpreneurs: Harnessing Internal-External Capabilities for Sustainable MSMEs Fashion', *Research Journal of Textile and Apparel*, 29.4 (2025), 957–78
<https://doi.org/10.1108/RJTA-05-2024-0067>
- Allahrakha, Naeem, Axmedshaeva Mavluda, Abdurasulova Kumrinisa, Musayev Elbek,

- and Utegenov Nurbolat, 'Data Protection Conflicts and Procedural Fairness in Cross-Border Digital Dispute Resolution', *Journal of Sustainable Development and Regulatory Issues (JSDERI)*, 4.1 (2026), 247–77 <https://doi.org/10.53955/JSDERI.V4I1.162>
- Altamira, Melisa Bunga, Khairunnisa Devani Aqtus Permana Putri, and Raden Muhammad Rafi Tata Samudra, 'The Role of Creative Content in Digital Marketing Strategies in Educational Institution Social Media (Case Study: Instagram of Vocational Education Program, Universitas Indonesia)', 2023, 62 <https://doi.org/10.3390/proceedings2022083062>
- Anzenbacher, Armin, and Marcus Wagner, 'The Role of Exploration and Exploitation for Innovation Success: Effects of Business Models on Organizational Ambidexterity in the Semiconductor Industry', *International Entrepreneurship and Management Journal*, 16.2 (2020), 571–94 <https://doi.org/10.1007/s11365-019-00604-6>
- Aprilia, Dinda, Abdul Kadir Jaelani, Mulyanto, Isharyanto, and Itok Dwi Kurniawan, 'Regulatory Model for Tourism Villages in Forest Areas Based on Sustainable Tourism', *Legality: Jurnal Ilmiah Hukum*, 33.1 (2025), 286–306 <https://doi.org/10.22219/LJIH.V33I1.40177>
- Ardhiyansyah, Andri, and M. Andri Juniansyah, 'Have MSMEs in Indonesia Focused on Business Sustainability? The Influence of Environmental Orientation, Technology Implementation, Green Marketing, and Innovation Capability', *Jurnal Riset Ekonomi Manajemen (REKOMEN)*, 7.2 (2024), 369–94 <https://doi.org/10.31002/rekomen.v7i2.1679>
- Azeem, Muhammad, Munir Ahmed, Sajid Haider, and Muhammad Sajjad, 'Expanding Competitive Advantage through Organizational Culture, Knowledge Sharing and Organizational Innovation', *Technology in Society*, 66 (2021) <https://doi.org/10.1016/j.techsoc.2021.101635>
- Bagja, Hafied Noor, Mohd Haizam Saudi, and Obsatar Sinaga, 'The Protections of Geographical Indicators and Trademark in The Development of Micro, Small, And Medium Enterprises (Msmes) In Increasing Regional Tax Revenue', *Review of International Geographical Education Online*, 11.3 (2021), 171–76 <https://doi.org/10.33403/rigeo.800481>
- Balzano, Marco, Giacomo Marzi, and Teresa Turzo, 'SMEs and Institutional Theory: Major Inroads and Opportunities Ahead', *Management Decision*, 63.13 (2025), 1–27 <https://doi.org/10.1108/MD-05-2023-0734>
- Bas, Javier, Patricio Sáiz, and José L. Zofío, 'What Doesn't Kill You Makes You Stronger: On the Determinants of Trademark Survivability over the Long Term', *Journal of Product & Brand Management*, 34.6 (2025), 862–77 <https://doi.org/10.1108/JPBM-04-2024-5097>
- Bwaliez, Omar M., 'The Triple Impact of Green Supply Chain Management on Circular Economy, Environmental, and Export Performances', *Benchmarking*, 2025 <https://doi.org/10.1108/BIJ-11-2024-0991>
- Cabay, Julien, Thomas Vandamme, and Olivier Debeir, 'Looking through the Crack in the Black Box: A Comparative Case Law Benchmark for Auditing AI-Powered Trade Mark

- Search Engines', *Computer Law & Security Review*, 59 (2025), 106167
<https://doi.org/10.1016/J.CLSR.2025.106167>
- Castillo, Adalberto Escobar, Gabriel Velandia Pacheco, Lissette Hernandez Fernandez, Evaristo Navarro Manotas, Tito Crissien Borrero, and Jesus Silva, 'Factorial Analysis in the Intellectual Capital's Dimensions on Micro, Small and Medium-Sized Export Enterprises', *Procedia Computer Science*, 160.5 (2019), 567–72
<https://doi.org/10.1016/J.PROCS.2019.11.046>
- Chin, Tay Lee, Yeo Chu May Amy, and Chow Poh Ling, 'Growing Success With Sustainable Business Practices Among Small and Medium Enterprises (SMEs): A Resource Orchestration Theory Perspective', *Sustainable Development*, 34.S1 (2026), 523–37
<https://doi.org/10.1002/SD.70189>
- Donyavi, Sohrab, Roger Flanagan, Arya Assadi-Langroudi, and Luana Parisi, 'Understanding the Complexity of Materials Procurement in Construction Projects to Build a Conceptual Framework Influencing Supply Chain Management of MSMEs', *International Journal of Construction Management*, 24.2 (2024), 177–86
<https://doi.org/10.1080/15623599.2023.2267862>
- 'Dorong UMKM Naik Kelas Dan Go Export, Pemerintah Siapkan Ekosistem Pembiayaan Yang Terintegrasi - Kementerian Koordinator Bidang Perekonomian Republik Indonesia' <https://www.ekon.go.id/publikasi/detail/5318/dorong-umkm-naik-kelas-dan-go-export-pemerintah-siapkan-ekosistem-pembiayaan-yang-terintegrasi?utm>
- Edgar, Tamado Efraim, Ian Spencer, and Ira Fachira, 'Developing an Internationalisation Process through Digital Transformation: An Evidence in British MSMEs', *ACM International Conference Proceeding Series*, 2022, 22–28
<https://doi.org/10.1145/3537693.3537698>
- Endris, Ebrahim, and Andualem Kassegn, 'The Role of Micro, Small and Medium Enterprises (MSMEs) to the Sustainable Development of Sub-Saharan Africa and Its Challenges: A Systematic Review of Evidence from Ethiopia', *Journal of Innovation and Entrepreneurship*, 11.1 (2022) <https://doi.org/10.1186/S13731-022-00221-8>
- Faz, Aisya Thalia, Ika Rahmawati, Oktavian Deo Widiarto, and Rio Ferry Irfansyah, 'Implementation and Challenges of Carbon Tax to Reduce Emissions in Indonesia', *Journal of Justice Dialectical*, 2.1 (2024), 1–16 <https://doi.org/10.70720/JJD.V2I2.37>
- Fibrianti, Nurul, 'Trademarks and The Protection for Business Actors in Indonesia: Some Contemporary Issues and Problems', *Indonesian Journal of Advocacy and Legal Services*, 2.1 (2020), 103–10 <https://doi.org/10.15294/IJALS.V2I1.22892>
- Flikkema, Meindert, Carolina Castaldi, Ard Pieter de Man, and Marcel Seip, 'Trademarks' Relatedness to Product and Service Innovation: A Branding Strategy Approach', *Research Policy*, 48.6 (2019), 1340–53 <https://doi.org/10.1016/J.RESPOL.2019.01.018>
- 'Future Trademark Protection in the EU: The Choice between the Community Trade Mark and Individual National Registrations', *World Patent Information*, 18.2 (1996), 113
[https://doi.org/10.1016/0172-2190\(96\)85037-X](https://doi.org/10.1016/0172-2190(96)85037-X)
- Hakim, Putri Rahmah Nur, Irwan Abdullah, Mayadina Rohmi Musfiroh, Suraya Sintang,

- and Ahamed Sarjoon Razick, 'Contesting Sharia and Human Rights in the Digital Sphere: Media Representations of the Caning Controversy under the Qanun Jinayat in Aceh', *Journal of Islamic Law*, 6.2 (2025), 206–35 <https://doi.org/10.24260/JIL.V6I2.3600>
- Hasbullah, Huala Adolf, and Sigid Suseno, 'State Loss Settlement Policies in the Bank Indonesia Liquidity Assistance Case', *Journal of Human Rights, Culture and Legal System*, 6.1 (2026), 1–30 <https://doi.org/10.53955/JHCLS.V6I1.798>
- Hasibuan, Abdul Nasser, Nik Mohd, Azim Nik, Ab Malik, ; Ahmad Afandi, Windari Windari, and others, 'Market-Based and Accounting-Based Financial Reporting Quality and Investor Decision-Making: Evidence from Indonesian Manufacturing Firms', *Jurnal Ilmiah Peuradeun*, 14.2 (2026), 1051–72 <https://doi.org/10.26811/PEURADEUN.V14I2.1850>
- Hirschmann, Mirko, Joern H. Block, and Gorgi Krlev, 'Trademarks and the Innovativeness of Social Enterprises', *Research Policy*, 55.1 (2026), 105342 <https://doi.org/10.1016/J.RESPOL.2025.105342>
- Hussein Al-Zoubi, Tariq Muhammad, 'Law, Information Systems Governance, and Audit Accountability: A Bibliometric Review', *EDPACS*, 2026 <https://doi.org/10.1080/07366981.2026.2622772>
- Ilyas, Hamim, 'Jurisprudential Interpretation and Digital Worship: A Critical Study of the Muhammadiyah Fatwa on Virtual Friday Prayers', *Journal of Islamic Law*, 6.2 (2025), 377–400 <https://doi.org/10.24260/JIL.V6I2.4413>
- Jaelani, Abdul Kadir, Dinda Aprilia, Bobur Sobirov, and Erkinboy Rakhimovich Abdullaev, 'The Impact of Tourism Villages Regulations to Achieve Sustainable Villages Tourism', *Contrarius*, 1.3 (2025), 245–61 <https://doi.org/10.53955/CONTRARIUS.V1I3.217>
- Japutra, Arnold, Ringkar Situmorang, Marcello Mariani, and Vijay Pereira, 'Understanding Employer Branding within MNC Subsidiaries: Evidence from MNC Hotel Subsidiaries in Indonesia', *Journal of International Management*, 30.1 (2024), 101100 <https://doi.org/10.1016/J.INTMAN.2023.101100>
- Jon, WooJung, and Sung-Pil Park, 'Comparative Analysis of Trademark Protection in the Metaverse and Registration of Virtual Goods and NFTs', *Computer Law & Security Review*, 57 (2025), 106137 <https://doi.org/10.1016/J.CLSR.2025.106137>
- Kasdi, Abdurrohman, Umma Farida, Miftahul Huda, Akmal Fawwaz Aulia Rahman, and Ahmad Dakhoir, 'Fatwa and Religious Authority: Islamic Law, Social Media Ethics and Digital Age', *Al-Ahkam: Jurnal Ilmu Syari'ah Dan Hukum*, 11.1 (2026), 56–66 <https://doi.org/10.22515/ALAHKAM.V11I1.10755>
- Khasanah, Miftakhul, 'The Impact of Habit and Halal Involvement on the Intention to Purchase International Branded Food: Evidence from Indonesia', *Journal of Islamic Marketing*, 16.7 (2025), 1949–73 <https://doi.org/10.1108/JIMA-09-2023-0289>
- Kurniawan, Buyung, Marnis, Samsir, and Jahrizal, 'A Conceptual Framework for Sustainable Human Resource Management: Integrating Green Practices, Ethical Leadership, and Digital Resilience to Advance the SDGs', *Sustainability (Switzerland)*,

17.21 (2025) <https://doi.org/10.3390/SU17219904>

- Kyal, Hitesh, Anirban Mandal, Fedric Kujur, and Sriparna Guha, 'Individual Entrepreneurial Orientation on MSME's Performance: The Mediating Effect of Employee Motivation and the Moderating Effect of Government Intervention', *IIM Ranchi Journal of Management Studies*, 1.1 (2022), 21–37 <https://doi.org/10.1108/IRJMS-07-2021-0041>
- Lin, Justin Yifu, Zirong Yang, Yingting Li, and Yilin Zhang, 'Development Strategy and the MSMEs Finance Gap Development Strategy and the MSMEs Finance Gap', *Journal of Government and Economics*, 5 (2022), 1–13 <https://doi.org/10.1016/J.JGE.2022.100034>
- López Jiménez, David, Eduardo Carlos Dittmar, and Jenny Patricia Vargas Portillo, 'New Directions in Corporate Social Responsibility and Ethics: Codes of Conduct in the Digital Environment', *Journal of Business Ethics*, 2021 <https://doi.org/10.1007/S10551-021-04753-Z>
- Mahrinasari, M. S., Satria Bangsawan, and Mohamad Fazli Sabri, 'Local Wisdom and Government's Role in Strengthening the Sustainable Competitive Advantage of Creative Industries', *Heliyon*, 10.10 (2024), 1–252 <https://doi.org/10.1016/J.HELİYON.2024.E31133>
- Maksum, Irfan Ridwan, Amy Yayuk Sri Rahayu, and Dhian Kusumawardhani, 'A Social Enterprise Approach to Empowering Micro, Small and Medium Enterprises (SMEs) in Indonesia', *Journal of Open Innovation: Technology, Market, and Complexity*, 6.3 (2020) <https://doi.org/10.3390/JOITMC6030050>
- Maulana, Abdullah Muslich Rizal, Farhah, Fadhillah Rachmawati, and Annisa Syifa Mulya, 'From Digital Religion to Digital Islam', *Al-Ahkam: Jurnal Ilmu Syari'ah Dan Hukum*, 11.1 (2026), 3–26 <https://doi.org/10.22515/ALAHKAM.V11I1.11066>
- Maulida, Ima, Amirul Mustofa, and Eny Haryati, 'The Role of Local Government in Reog Ponorogo MSME Empowerment: A Regulator, Facilitator, and Catalyst', *Journal of Community Service and Empowerment*, 4.3 (2023), 568–80 <https://doi.org/10.22219/JCSE.V4I3.29315>
- 'Menko Airlangga: Bersinergi Untuk Mengakselerasi Pertumbuhan Ekonomi Kreatif Dan Memposisikan Indonesia Menjadi Pusat Inovasi Global - Kementerian Koordinator Bidang Perekonomian Republik Indonesia' <https://ekon.go.id/publikasi/detail/5982/menko-airlangga-bersinergi-untuk-mengakselerasi-pertumbuhan-ekonomi-kreatif-dan-memposisikan-?utm>
- 'Menko Airlangga: Pemerintah Dukung Bentuk Kolaborasi Baru Agar UMKM Indonesia Jadi Bagian Rantai Pasok Industri Global - Kementerian Koordinator Bidang Perekonomian Republik Indonesia' <https://www.ekon.go.id/publikasi/detail/5885/menko-airlangga-pemerintah-dukung-bentuk-kolaborasi-baru-agar-umkm-indonesia-jadi-bagian-rantai-pasok-industri-global?utm>
- Mishra, Sanjay Kumar, and Hemant Kushwaha, 'Managing Litigation Risk through Business Legal Expense Insurance: Facilitators and Inhibitors for MSMEs', *IIMB*

- Management Review*, 35.1 (2023), 57–70 <https://doi.org/10.1016/J.IIMB.2023.04.002>
- Muazza, Mayasari Markim, Siti Syuhada, and Fachruddiansyah Muslim, 'Enhancing Sustainability of Batik MSMEs Through Product Innovation and E-Commerce: A Case Study of Seberang Jambi Indonesia', *International Journal of Islamic Business and Economics (IJIBEC)*, 9.1 (2025), 72–92 <https://doi.org/10.28918/IJIBEC.V9I1.9902>
- Mulchandani, Kalyani, Sahil Singh Jasrotia, and Ketan Mulchandani, 'Determining Supply Chain Effectiveness for Indian MSMEs: A Structural Equation Modelling Approach', *Asia Pacific Management Review*, 28.2 (2023), 90–98 <https://doi.org/10.1016/J.APMRV.2022.04.001>
- Nasirov, Shukhrat, 'Trademark Value Indicators: Evidence from the Trademark Protection Lifecycle in the U.S. Pharmaceutical Industry', *Research Policy*, 49.4 (2020) <https://doi.org/10.1016/J.RESPOL.2020.103929>
- Le Nir, Yannick, Astrid Jourdan, Cherif Sidhoum, and Nicolas Girardin, 'Automatic Similarity Detection for Trademark', *World Patent Information*, 85 (2026), 102452 <https://doi.org/10.1016/J.WPI.2026.102452>
- Ong, Joo Hock, Ali Khatibi, Zunirah Mohd Talib, and Roshni Ann George, 'Ethical Leadership in Environmental, Social and Governance (ESG) Adoption for Malaysian Micro, Small and Medium Enterprises (MSMEs)', *International Journal of Ethics and Systems*, 41.3 (2025), 657–84 <https://doi.org/10.1108/IJOES-08-2024-0266>
- Palupy, Endah, Ronal Nawing, Susi Susantijo, and Heppy Endah Palupy, 'Personal Data Protection Governance in the Asia Pacific Region: A Review of the Scope, Effectiveness, and Legal Challenges', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 1 (2026), 197–225 <https://doi.org/10.24090/VOLKSGEIST.V9I1.15362>
- Patel, Pankaj C., 'The Impact of Trademark Intensity on Firm Performance: Unraveling the Role of Product Market Competition, Total Factor Productivity, and SG&A Efficiency', *Managerial and Decision Economics*, 45.6 (2024), 3942–58 <https://doi.org/10.1002/MDE.4247>
- 'Penutupan Tahun IG 2024 & Launching Tahun Hak Cipta & Desain Industri 2025: DJKI Catat Kenaikan Permohonan' <https://jabar.kemenkum.go.id/berita-utama/penutupan-tahun-ig-2024-launching-tahun-hak-cipta-desain-industri-2025-djki-catat-kenaikan-permohonan?utm>
- Pfeifer, Louisa M., Thomas F. Schreiner, and Henrik Sattler, 'The Role of Consumer-Based Brand Equity on the Prolongation of Trademarks', *Journal of Brand Management*, 32.2 (2025), 94–108 <https://doi.org/10.1057/S41262-024-00370-Z>
- Probohudono, Agung Nur, Djoko Suhardjanto, Frank Aligarh, Nur Chayati, and Adhitya Agri Putra, 'Navigating MSMEs' Performance through Innovation and Digital IT Capabilities in Business Strategy', *Social Sciences and Humanities Open*, 12.1 (2025), 377–86 <https://doi.org/10.1016/J.SSAHO.2025.101810>
- Purwati, Astri Ayu, Budiyanto, and Suhermin, 'Innovation Capability as a Mediation in the Relationship of Social Capital and Entrepreneurial Leadership Behavior on the Performance of Culinary and Hospitality Sectors' SMEs in Pekanbaru, Indonesia',

- Economic Annals-XXI*, 193.9–10 (2021), 92–998 <https://doi.org/10.21003/EA.V193-11>
- Purwati, Astri Ayu, Mimelientesa Irman, Muhammad Siddik, Muhammad Luthfi Hamzah, Selvi, and Silvia Mery, 'Digital Heritage Ecosphere: Empowering Local-Wisdom MSMEs for Sustainable Competitive Advantage', *Social Sciences & Humanities Open*, 13 (2026), 102624 <https://doi.org/10.1016/J.SSAHO.2026.102624>
- Pusparini, Elok Savitri, Yessy Arnold Peranginangin, Gita Gayatri, Triana Rahajeng Hadiprawoto, and Muhammad Irfan Syaebani, 'Surviving Crisis through Business Innovation Ambidexterity and Resilience: Lessons from Indonesian Micro, Small, and Medium Enterprises (MSMEs)', *Asia Pacific Management Review*, 31.2 (2026), 100433 <https://doi.org/10.1016/J.APMRV.2026.100433>
- Putu, Ni, and Noni Suharyanti, 'Digital Based Sustainable Tourism Management and Local Wisdom in Serangan Village', *Contrarius Series: Law & Social Justice*, 1.2 (2026), 112–23 <https://doi.org/10.53955/CSLSJ.V1I2.127>
- Qiao, Fei, and William Glenn Griffin, 'Brand Imitation Strategy, Package Design and Consumer Response: What Does It Take to Make a Difference?', *Journal of Product and Brand Management*, 31.2 (2022), 177–88 <https://doi.org/10.1108/JPBm-05-2019-2363>
- Radhitanti, Asri, Danang Wahyu Wicaksono, Muhammad Khirzan Ulinnuha, Jessica Edelin Fortunata, Herawati Dwi Nanda, and Ananda Oktavia, 'Empowering MSMEs Through a UI/UX-Centered IP Management Website: A Digital Approach to Economic Growth', *Procedia Computer Science*, 269 (2025), 541–50 <https://doi.org/10.1016/J.PROCS.2025.08.306>
- Rahman, Sarli, Fadrul, Suyono, Onny Setyawan, Achmad Tavip Junaedi, and Nicholas Renaldo, 'Digital Competitive Advantages of MSMEs and the Antecedents Factor (Digital Creativity and Digital Culture)', *Journal of Open Innovation: Technology, Market, and Complexity*, 11.3 (2025), 100585 <https://doi.org/10.1016/J.JOITMC.2025.100585>
- Rahmawati, Nooraini Dyah, and Erbin Swara, 'Indonesia's Nickel Export Ban: Between Industrial Downstreaming and International Trade Disputes', *Fortiori Law Journal*, 5.01 (2025), 19–36 <https://doi.org/10.47200/FLJ.V5I01.3051>
- Rizki, Ana, and Achmad Fajar Hendarman, 'Empowering Financial and Digital Literacy to Build Resilience of MSMEs: Proposed Implementation in Bandung City', *International Journal of Current Science Research and Review*, 07.10 (2024) <https://doi.org/10.47191/IJCSRR/V7-I10-14>
- Roesjdiansyah, Muhammad Yofian, Raka Widya Nugraha, and Yolva Febreight Arthania, 'Policy of Taxation of Premium Value Addition Tax (Ppnbm) on Motorwages for the Purpose of Tax Collection in Indonesia', *Journal of Justice Dialectical*, 2.1 (2024), 56–69 <https://doi.org/10.70720/JJD.V2I2.45>
- Saenchaiyathon, Krittapha, Kittika Boonyassa, and Kongkidakhon Worasan, 'An Integrative Logistics-Policy Model of Supply Chain Sustainability in Cooperative-Based Dairy Systems: Evidence from Thailand', *Cleaner Logistics and Supply Chain*, 19 (2026) <https://doi.org/10.1016/j.clscn.2026.100338>
- Said, Muhammad M., and Andi Bahri Soi, 'Expanding SME Product Export Market

- through Digital Innovation in Indonesia', *Dynamic Strategies for Entrepreneurial Marketing*, 2025, 253–69 <https://doi.org/10.4018/979-8-3693-3936-7.CH012>
- Samputra, Palupi Lindiasari, and Muhammad Alfarizi, 'Can Advanced Society 5.0 Technology Create Economic and Social Value for Millennial and Generation Z MSMEs in Surabaya, Indonesia? An Economic Resilience Perspective', *Asia Pacific Management Review*, 30.3 (2025) <https://doi.org/10.1016/J.APMRV.2025.100355>
- satpathy, Abhaya sanatan, Suresh kumar Sahoo, Asit Mohanty, and Pragyan P. Mohanty, 'Strategies for Enhancements of MSME Resilience and Sustainability in the Post-COVID-19 Era', *Social Sciences & Humanities Open*, 11 (2025), 101223 <https://doi.org/10.1016/J.SSAHO.2024.101223>
- Setyaningrum, Retno Purwani, Hamzah Muhammad Mardi Putra, Muafi Muafi, Imanirrahma Salsabil, and Francisca Sestri Goestjahjanti, 'Exploring the Drivers of Creative MSMEs' Green Competitive Advantage in Indonesia: A Natural Resource-Based View Perspective', *Journal of Logistics, Informatics and Service Science*, 11.7 (2024), 497–517 <https://doi.org/10.33168/JLISS.2024.0726>
- Shams, S. M.Riad, Demetris Vrontis, Alkis Thrassou, Christos Themistocleous, and Michael Christofi, 'Stakeholder Dynamics of Contextual Ambidextrous Capabilities and Authenticity: A Conceptual Synchronisation for Competitive Advantage', *Journal of General Management*, 46.1 (2020), 26–35 <https://doi.org/10.1177/0306307020913688>
- Sharabati, Abdel Aziz Ahmad, Ahmad Ali Atieh Ali, Mahmoud Izzat Allahham, Alhareth Abu Hussein, Ahmad Fathi Alheet, and Abdelaziz Saleh Mohammad, 'The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations', *Sustainability (Switzerland)*, 16.19 (2024) <https://doi.org/10.3390/SU16198667>
- Shari, Wahidah, Mohamad Hanif Abu Hassan, Siti Latipah Harun, and Selamah Maamor, 'Bridging Stakeholder Influence and Environmental, Social and Governance (ESG) Practices through Knowledge: Insights from Halal Micro, Small and Medium Enterprises (MSMEs)', *Journal of Islamic Accounting and Business Research*, 2026, 1–29 <https://doi.org/10.1108/JIABR-09-2025-0580>
- Sigcha, Erik, Dolores Sucozhañay, Lorena Siguenza-Guzman, and Paul Vanegas, 'Evaluating the Social Performance of Ecuadorian Textile MSMEs Using Social Organizational Life Cycle Assessment', *Cleaner Environmental Systems*, 12 (2024), 100176 <https://doi.org/10.1016/J.CESYS.2024.100176>
- Simarmata, Boni Satrio, Makmur Handoyo Manullang, and Theresia Anita Christiani, 'Legal Recognition and Evidentiary Issues in Indonesia's Digital Framework', *Contrarius Series: Law & Social Justice*, 1.2 (2026), 33–42 <https://doi.org/10.53955/CSLSJ.V1I2.54>
- Sitaniapessy, Arthur, Petrus Usmanij, and Vanessa Ratten, 'Survivability of MSMEs in Maluku: An Analysis on Challenges, Opportunities and Strategic Development', *Artisan Entrepreneurship*, 2022, 87–98 <https://doi.org/10.1108/978-1-80262-077-120221010>
- Suharto, Valentino Dodo, Cisa Eljosa, and Theresia Anita Christiani, 'Regulation Lawyers'

- Ethics in Digital Litigation: Issues and Reforms on Access to Electronic Evidence', *Contrarius Series: Law & Social Justice*, 1.2 (2026), 243–51 <https://doi.org/10.53955/CSLSJ.V1I2.69>
- Sukardi, Budi, Rizky Nur, Ayuningtyas Putri, ; Rahmat Hidayat, ; Fuad, and Dhiya Ul Husaen, 'Donation Intention and Behavior in Indonesian Digital Crowdfunding: Integrating Social Presence and Interpersonal Behavior Theories', *Jurnal Ilmiah Peuradeun*, 14.2 (2026), 1073–96 <<https://doi.org/10.26811/PEURADEUN.V14I2.1217>>
- Sulfinadia, Hamda, Jurna Petri Roszi, Mega Puspita, A'zizil Fadli, and Amirulhakim Bin Ahmad Nadzri, 'Negotiating Islamic Inheritance and Customary Law: Functional Legal Pluralism and Matrilineal Pusako Randah in Minangkabau', *Journal of Islamic Law*, 7.1 (2026), 1–30 <https://doi.org/10.24260/JIL.V7I1.3743>
- Surya, Batara, Hadijah Hadijah, Seri Suriani, Baharuddin Baharuddin, A. Tenri Fitriyah, Firman Menne, and others, 'Spatial Transformation of a New City in 2006-2020: Perspectives on the Spatial Dynamics, Environmental Quality Degradation, and Socio-Economic Sustainability of Local Communities in Makassar City, Indonesia', *Land*, 9.9 (2020) <https://doi.org/10.3390/LAND9090324>
- Surya, Batara, Firman Menne, Hernita Sabhan, Seri Suriani, Herminawaty Abubakar, and Muhammad Idris, 'Economic Growth, Increasing Productivity of SMEs, and Open Innovation', *Journal of Open Innovation: Technology, Market, and Complexity*, 7.1 (2021), 20 <https://doi.org/10.3390/JOITMC7010020>
- Surya, Batara, Syafri Syafri, Hadijah Hadijah, Baharuddin Baharuddin, Andi Tenri Fitriyah, and Harry Hardian Sakti, 'Management of Slum-Based Urban Farming and Economic Empowerment of the Community of Makassar City, South Sulawesi, Indonesia', *Sustainability (Switzerland)*, 12.18 (2020) <https://doi.org/10.3390/SU12187324>
- Susiang, Maria Imelda Novita, Indra Siswanti, Dudi Permana, and Mas Wahyu Wibowo, 'Effects of Competitive Intelligence and Halal Integrity on Halalan Tayyiban Implementation Strategy in Indonesian MSMEs: The Mediating Role of Halal Orientation Strategy', *Journal of Islamic Marketing*, 17.2 (2026), 753–71 <https://doi.org/10.1108/JIMA-10-2023-0344>
- Szwajdler, Paweł, 'Limitations of the Freedom of Hyperlinking in the Fields of Copyright Law, Trademark Law and Unfair Competition Law: Is Case-by-Case Approach Sufficient?', *Computer Law & Security Review*, 45 (2022), 105692 <https://doi.org/10.1016/J.CLSR.2022.105692>
- Tojiboev, Akbar Zafar Ogli, Kambariddin Miradxamovich Mekhmonov, Sokhiba Fazilovna Inoyatova, Dilorom Khaitbayevna Rakhimova, and Farrukha Fakhriddinovna Mukhitdinova, 'Strengthening Startup Regulation to Advance Sustainable Economic Development in Uzbekistan', *Journal of Sustainable Development and Regulatory Issues (JSDERI)*, 4.2 (2026), 805–32 <https://doi.org/10.53955/JSDERI.V4I2.396>
- Torrent-Sellens, Joan, Mihaela Enache-Zegheru, and Pilar Ficapal-Cusí, 'Twin Transitions or a Meeting of Strangers? Unravelling the Effects of AI and Innovations on Economic, Social and Environmental MSMEs Sustainability', *Technology in Society*, 81.7 (2025),

885–99 <https://doi.org/10.1016/J.TECHSOC.2025.102866>

- Tosoni, Luca, 'The Right to Object to Automated Individual Decisions: Resolving the Ambiguity of Article 22(1) of the General Data Protection Regulation', *International Data Privacy Law*, 11.2 (2021), 145–62 <https://doi.org/10.1093/IDPL/IPAA024>
- Vargas Penagos, Emmanuel, 'The Digital Prior Restraint: Applying Human Rights Safeguards to Upload Filters in the EU', *Computer Law & Security Review*, 59 (2025), 106219 <https://doi.org/10.1016/j.clsr.2025.106219>
- Widayati, Winanto, Andri Winjaya Laksana, Moh Nurul Huda, and Nur Fareha, 'The Challenges of Using the Omnibus Law Method in Indonesia's Legal System', *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi*, 8.2 (2025), 459–77 <https://doi.org/10.24090/VOLKSGEIST.V8I2.13382>
- Yang, Lifan, Weixin Yang, Longjiang Nan, and Yuxun Gu, 'The Impact of Digital Trade on the Export Competitiveness of Enterprises An Empirical Analysis Based on Listed Companies in the Yangtze River Economic Belt', *Systems*, 12.12 (2024) <https://doi.org/10.3390/SYSTEMS12120580>
- Yunarti, Musran Munizu, Muhammad Arsyad, and Abdul Razak Munir, 'Digital Marketing as a Powerful Tool to Improve MSMEs Performance', 2024, 380–93 https://doi.org/10.2991/978-94-6463-400-6_28
- Zakariya, Rizki, 'Optimisation of Trademark Registration Policy for MSMEs in Indonesia', *DiH: Jurnal Ilmu Hukum*, 2024, 156–73 <https://doi.org/10.30996/DIH.V20I2.10902>
- Zhao, Chunyu, Urandelger Gantulga, Chunyun Wang, and Enkh Amgalan Byambajav, 'From Ethnocentrism to Cosmopolitanism: Exploring Tourist Motivation through Cultural Intelligence and Global Literacy', *Jurnal Ilmiah Peuradeun*, 14.2 (2026), 1165–84 <https://doi.org/10.26811/PEURADEUN.V14I2.2615>
- Zuñiga-Collazos, Alexander, Edgar Julian Galvez-Albarracin, Francisney Vera-Jaramillo, and Lida Valentina Patiño-Giraldo, 'Digitalization, Innovation, Sustainability and Performance: A Causal Analysis Applied to Tourism MSMEs', *International Journal of Innovation Studies*, 9.1 (2025), 46–59 <https://doi.org/10.1016/J.IJIS.2024.12.001>