

INTRODUCTION TO INTELLECTUAL PROPERTY (KI) FOR HIGH SCHOOL AL HANIF IN CILEGON

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Abstract

Intellectual property is the result of human thought that is realized in the form of real works, and is not just an idea, idea, concept but the most important thing is its realization. Some people have ideas but are not necessarily able to realize these ideas in a tangible form. In connection with the above, the younger generation, including high school students, generally have many ideas, but not all of them have been realized. Therefore, this community service aims to provide an introduction and understanding related to intellectual property, to beginners, namely students from the Islamic Integrated High School (SMA IT) Putri AL Hanif in Cilegon City. The introduction and understanding of Intellectual Property need to be introduced to the students of SMA IT Putri Al Hanif from an early age by implementing Intellectual Property completely and correctly, there is a great opportunity for students and students to produce quality and highly competitive works. With this service activity, the school's awareness of the importance of Intellectual Property arises and fosters motivation to be creative and innovate. In general, Intellectual Property has not been exploited to its full potential, both in higher education and in secondary schools.

The results of this community service can provide understanding to students, especially SMA IT Putri Al Hanif Cilegon City regarding Intellectual Property material which includes Communal Intellectual Property (Traditional Knowledge, Traditional Cultural Expressions, and Geographical Indications), Personal Intellectual Property (owned by industry). In the provision of service material, it is divided into 3 different classes, namely Language Class, Science and Social Sciences. They are very enthusiastic in listening, understanding, and discussing the introduction of intellectual property (IP). Therefore, there is a follow-up from the school to improve the work of its students so that the work is given legal protection through the intellectual property registration application process.

Keywords: Introduction, Intellectual Property (IP), SMA IT Putri Al Hanif

INTRODUCTION

Situation Analysis

Global economic development based on knowledge and innovation is the main engine of economic growth, as quoted from the press release of the

Directorate General of Intellectual Property (DJKI). Young people, the millennial generation, or in other terms today's children, are the backbone. With their creativity and innovation, young people have great potential to

boost national economic growth based on knowledge and innovation. Currently, innovation and creativity are the keys to success in economic development in the era of globalization. It is also closely related to the intellectual property system.¹

Likewise, Minister Yassona said that in the era of globalization, developed countries are those who are able to take advantage of intellectual property as a driving force for the economy and business through innovation, innovation or renewal and creativity. In addition, supported by increasingly sophisticated technological developments, life is getting faster and faster in the process. Whoever wants to rule the world, grasp the world, then first master the technology. So in line with that, it is the younger generation who will carry and develop dynamics that are so complex, all technological, all-round, fast.

In connection with the above, the younger generation must be able to develop or innovate, be creative and innovative. The young generation must rise up and not be complacent in facing and seeing an increasingly complex and dynamic future. Understanding Intellectual Property correctly and consistently and having a commitment in its implementation is used as the basis for development and can be utilized economically and business to the fullest. Through Intellectual Property Education, it is hoped that high school students in general know about it so that they can realize the results of human thought that can be used for personal and/or public

interest. In general, the younger generation, such as SMA/SMK/SMEA children, the level of awareness of Intellectual Property is still very low and we should always try to relate to the management and use of Intellectual Property to motivate better economic movements in the era of globalization. Basically, the level of awareness in the use of Intellectual Property in¹Indonesia is at a low level even when compared to other countries in the world.

Of the several fields in the Intellectual Property (KI) system, the use of the Intellectual Property (KI) system, especially regarding the problem of registering Intellectual Property (IP) fields owned by students can be said to be still small. There are still at least the works of SMA IT AL HANIF Cilegon City students, in protecting Intellectual Property because they still view that IP is not a priority scale. Another obstacle is that accessibility to register Intellectual Property is not easy, coordination in implementation between government agencies is not well organized and there is a long bureaucracy and costs. Lack of socialization of Intellectual Property (IP) for each product made by students in SMA/SMK economically covers aspects of production and business management, besides that it can help create peace and comfort in people's lives and can improve thinking skills, soft skills and hard skills, by providing training entrepreneurship education, encouraging students and assisting in product marketing. So that the target of this community service activity is to

¹ This presentation was delivered by the Directorate General Intellectual Property (DJKI) at the Technological Vocational High School in Jakarta.

increase understanding and can create jobs, so that students are economically independent. Even though we realize that the knowledge and understanding of young people, millennials about intellectual property is still a concern. However, by looking at hobbies, the talents possessed by young people can now be directed to the field of technology.

The younger generation or young people in general have a very strategic role in the development of the national economy, because in addition to playing a role in growing the economy and absorbing labor, it also plays a role in distributing the results of regional development. The existence of the millennial generation, who are generally aged 15-24 years, has talents related to innovation and creativity of young people, students, students and students is very important in an effort to move the wheels of the economy, so that it always runs dynamically and productively in the entrepreneurial sector and the work of students, youth Millennial youth prioritize the aspect of independence, so they are able to survive stronger when they have to face challenges from external factors, such as currency depreciation and dependence on imported raw materials.

Knowledge of the Intellectual Property (IP) regime is important to be given to young people, especially students. Education related to IP intellectual property is used to make efforts to create good quality, character or nature so that they are accustomed to respecting the rights of others. Institutions, in this case schools, need to take advantage of IP more deeply for the common good. Especially for high

school/vocational high school students, students who are accustomed to respecting the rights of others will have a high spirit to be creative and innovate which will be beneficial for the progress of the country. With the weaknesses, shortcomings that exist in young people in general, especially students, students or millennials now, we want to give them the correct understanding.

Problems faced by partners.

The achievements of students in Cilegon City, especially SMK/SMA have not been given maximum legal protection, meaning that the work of these students by the Institution or School related to their products has not received legal certainty in the form of Intellectual Property (KI) certificates, namely through the registration application process. Intellectual Property to the Directorate General of Intellectual Property Rights or the Regional Office of Law and Human Rights (HAM) in Banten Province. Besides that, students do not understand, it is also possible for School Institutions for their work so that the work is not used optimally both legally, economically and business and there is no collaboration between the School and related agencies, namely the Department of Industry and Trade, Regional Office of Law and Human Rights as well as collaborating with other institutions. Universities that are not only as extension workers or servants but also provide assistance to SMA in general. SMA IT PUTRI AL HANIF is still focused and feels proud of its students towards their graduates so that they can be accepted by their favorite universities when compared to

the results of the work being registered with the Directorate General of Intellectual Property (DJKI)

This is in order to solve the problems faced by students of SMA IT Putri AL Hanif in Cilegon City as follows:

1. Provide learning, socialization and educational understanding for students regarding the scope of Intellectual Property (KI).
2. Provide socialization about law in general, including intellectual property (KI), namely brands, copyrights, patents, industrial designs, trade secrets, traditional knowledge,
3. provide knowledge to the younger generation which in this case is given to high school / vocational students. regarding Intellectual Property so that it is used as a way to form a good personality.
4. With Intellectual Property, the Service Team hopes that students in particular in general can realize and explore their potential expertise.
5. Students in Cilegon City, Banten Province, can think positively, innovatively, creatively so that they can take advantage of technology, even economically and business
6. .
7. So that students can understand the meaning of Intellectual Property (IP) itself in general, namely the rules and basic understanding, at least these students are able to explain about intellectual property when asked, especially in everyday life.
8. Through Intellectual Property education young people can learn understand their rights if they are able to produce a work as a form of intellectual thought so that their

work can be used for themselves and the wider community,"

9. With the right understanding from an early age, it is hoped that the younger generation can take advantage of it. Intellectual Property (IP) It is very important for the welfare of the wider community, and that understanding can start from our respective environments.
10. Assisting in the application for product registration of products created by vocational/high school students regarding intellectual property to the Directorate General of Law and Human Rights or to the Regional Office of Law and Human Rights

Target

1. Outcomes of Work student si swit products, especially products in the form of books, photos, pictures, songs, or others can be registered with the Directorate General of Intellectual Property (KI) and obtain legal certainty and obtain intellectual property rights (IPR)
2. Increase and develop the number of Intellectual Property
3. Reports on results in service could be more useful if published.
4. Can increase the selling value or student work as well as welfare at the SMK/SMA level in Cilegon City.
5. Understanding and using the application of information technology in the community in accordance with the rules (increasing people's understanding and skills)

IMPLEMENTATION METHOD

3.1 Preparation Phase The

method used in community service at SMA IT Putri AlHanif Cilegon City is to use the lecture method, Focus Group Discussion (FGD) and conduct questions and answers about the introduction of the basics, the general scope of KI, the ins and outs, objectives, benefits, students of SMA IT Putri Al Hanif products made by students. The presenter conveys material alternately or normally simultaneously in different rooms considering the class. For example, there are 3 classes in the Department of Social, Culture and Science. In providing material related to intellectual property to these students, it has been determined by the school relating to time and class groups. The team went to the school and then discussed the day, date and time as well as the service material that we conveyed. Therefore, at that time coincided with the National Examination, we were given time after the students took the Final Semester Examination (UAS). With all the advantages and disadvantages in implementing this service, it is hoped that students are able to understand in general about Intellectual Property, thankfully there are products or works that can be registered with the Directorate General of Intellectual Property.

3.2 Implementation Stage The

The speaker provides counseling to HANIF students SMA IT consisting of several steps. Students SMA IT PUTRI AL HANIF and then proceed with a two-way discussion. The third step is to provide an explanation of the application for intellectual property registration to HANIF students SMA

IT, Cilegon City. The lecturers are doing service in the field of Intellectual Property to encourage students to be able to become creators and inventors not as imitators, because this nation needs you as the next generation of the nation who can advance this nation with your creative ideas. You can start this from now on, starting from the smallest according to your talent and passion in order to realize the ideals of the Indonesian Golden Generation 2045". Intellectual Property, for example, includes brand rights, copyrights, patents, trade secrets, Industrial Designs, Layout Design of Integrated Circuits, Protection of Plant Varieties, Traditional Knowledge, Traditional Cultural Expressions, and Geographical Indications. So that students at SMA IT Putri Al Hanif can distinguish between copyrights, brands and others. There is a perception that people in general only know about patents only. After the implementation of the delivery of the Intellectual Property material is complete, the team gives quizzes to the students with the aim of knowing their understanding of the material that has been delivered. And for students who can answer, they will be given prizes to make them more interesting and enthusiastic. In the implementation of Service at SMA IT PUTRI ALHANIF This event was attended by approximately 75 female students consisting of From the Social Class there are 25 students, the Science class is 25 students and the Culture class is 25 students.

3.3 Evaluation Stage

The next stage is the team conducts a knowledge test to the

students who take part in the service with a quiz to see how well the students understand the material given by the service lecturer. The purpose of the questions in the Quiz here is that the presenters ask questions to the students and those who raise their fingers first will be given the first opportunity, and those who can answer will be given gifts or souvenirs. Quiz is given to students per class, either in Science, Social or Culture. Each class is different in number, there are 30 students, 25 students and 20. The education and socialization provided by the resource persons is expected to change the view to something positive for the students of SMA IT Putri Al Hanif and SMA/SMK in Cilegon City. The principal, Mr. and Mrs. teachers provide encouragement to students, namely students to always follow scientific developments, especially those related to intellectual property as conveyed by the speakers. There are several important points that are felt by the younger generation, especially students, who do not understand intellectual property, high administrative costs, other priority scales, and they have not been taught subject matter about intellectual property. wealth, The objectives to be achieved in this counseling activity are for early socialization and informing knowledge about the protection of Intellectual Property (IP) created by students at SMA IT PUTRI AL HANIF Cilegon. Efforts submitted or given from extension workers in order to help problems with partner institutions include not being dependent on students SMA IT PUTRI AL HANIF Cilegon City Students are

given learning and understanding about entrepreneurship education to master skills well and have skills and hard skills. Entrepreneurship education related to the products/works of these students is of course related to intellectual property. In this way, the implementation of skills activities aimed at opening up business spaces both at school and outside of school. Counseling aimed at IT high school students **PUTRI AL HANIF** Cilegon City provides positive so that the millennial young generation is able to express, innovate, be creative in accordance with their fields so that new creators, new inventors, new designers etc. can compete with other students both locally , national and international . This service activity for students is focused on inventorying the work of students who are empowered, including, among others, Intellectual Property products, especially creations or other intellectual property. Besides that, by getting knowledge transfer in the field of Intellectual Property, the **SMA PUTRI AL HANIF is able** to carry out independence and development in science so that these students get what they aspire to.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Community service activities carried out at SMA IT PUTRI AL HANIF regarding the Introduction of

Intellectual Property related to the work of students based on Intellectual Property, Information Technology, communication, and marketing. The understanding of students can hone, innovate, be creative in a better direction so that these students are more literate towards Intellectual Property and can improve their work either institutionally or the students themselves so that they can realize and run smoothly. Almost all of the participants were enthusiastic SOCIAL, CULTURAL, and IPA classes. The implementation of community service for lecturers is a form of higher education dharma in addition to conducting education, teaching and research. In connection with this, lecturers have a sense of responsibility and are obliged to do service, share with the community, stakeholders, government or private agencies / institutions. Success in providing service by providing counseling to students is evidenced by: a. There is a suitability of material for UNSERA lecturers or from other universities with the IT PUTRI AL HANIF SMA school in order to add insight related to law (Intellectual Property), Economics (marketing, Budget) and Information technology. . b. There was a positive response from the students, especially considering that service activities were the Tri Dharma of Higher Education in order to improve their professionalism. the HANIF students SMA IT do not understand about Intellectual Property (IP), due to the lack of reading, education, socialization, training and others carried out by the school.

Suggestion

The institution or foundation that oversees SMA IT PUTRI AL HANIF should hold follow-up activities related to the importance of protecting Intellectual Property (IP) for the works of AL HANIF students SMA IT in Cilegon City so that knowledge about Law (Intellectual Property) can continue to increase. SMA IT PUTRI AL HANIF should take steps to cooperate with relevant agencies, in this case the Cilegon City Government through the Industry, Trade and Cooperatives Service (Disperindagkop), the Regional Office of Law and Human Rights, both Banten Province and Regency/City so that programs from these agencies and from the Universities (LPPM) can always collaborate, synergize, consolidate, work hand in hand to support each other.

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