

## Understanding Relationship between Geographical Science and Geographical Indicator in Business Products (Database Evidence Analysis)

**Nofirman**

Universitas Prof. Dr. Hazairin, SH Bengkulu, Indonesia

[nofirman@unihaz.ac.id](mailto:nofirman@unihaz.ac.id)

### Abstract

*This discussion paper aimed to describe the relationship between understanding Geography and geographic indicators of agricultural products in Indonesia. The author believes that understanding Geography will help business people to understand the many locations and conditions of a production site. Likewise, Geography helps potential consumers of a product with the different locations, conditions, and characteristics of each region in Indonesia so that this understanding facilitates the parties. To discuss the two variables above, we review many geographies literature and business geography indicators from several databases through electronic search assisted by keyword searching. Then our study involved a data coding system, in-depth evaluation, and data retrieval of findings based on the principles of validity and reliability. We designed this study as a qualitative report model—data analysis to serial correlation as interpretation and description. Based on the findings and discussion data, we can conclude that there is a significant correlation between the understanding of Geography and the Geography indicators of the agricultural product business in the country. In other words, the better the understanding of Geography, the easier it is for the parties (businessmen and consumers) in business transactions.*

### Keywords

geography understanding;  
geographical indicators;  
agricultural products; analysis  
studies



### I. Introduction

Environmental knowledge plays a vital role in managing businesses related to agriculture and the preservation of natural resources in a place. By studying geography, it is hoped that business people and consumers can utilize and manage the agricultural business well as the next generation of sustainable business. Geographical awareness must be understood by all citizens of the country (Sujarwoto, 2017). With a strong understanding of geography, citizens will install a sense of care and knowledge about each country's different locations, conditions, and characteristics. Geography makes residents of an area know many places and life in other parts of the world. Geography makes everyone aware that what we do affects humans, flora, and fauna in other parts of the world, including business activities (Apriansyah, 2018). Currently, geography is the only field of study closely related to business, namely the branch of geography. These geographic indicators provide an understanding of a sign that indicates the area of origin of an item and product due to geographical, environmental factors, including natural factors, human factors, or a combination. These two factors give reputation, quality, and specific characteristics to the goods and products produced.

Therefore, the science of geography and geographical indicators is still understood by academics and the general public in Indonesia (Neilson et al., 2018). This is because

many citizens and business people still ignore the trademark system and elements of the origin of their business and environmental awareness, such as making activities that increase environmental pollution. With a better understanding of the nature of the science of geography and its indicators, it will increase or expand the horizons of thinking, be more skilled and have awareness and responsibility to improve knowledge and business strategy, especially the business of native natural products in a place (Yessiningrum, 2015).

In the study of geography, at least four main things need to be understood by residents, especially business people of agricultural commodity products, including the object of geography study, which includes the natural environment and the social-cultural environment (Novoa, 2015). The fields of study in geography include physical geography, human geography, cartography, remote sensing, and regional development planning. A geographical approach includes a spatial approach, a temporal approach, an ecological approach, and an area complex approach. The geographical study area includes rural and urban areas (Kuncoro, 2013) that have become an integral part of Indonesia's knowledge system about agricultural business activities. However, it is still not fully covered in the structure of the Indonesian cabinet Ministry. It is necessary to formulate how to increase geographical backwardness in Indonesia, geographers' task so that the echo of geography is heard, demonstrate geographical identity, and think about scientific competencies and well-structured agricultural business practices (Rodríguez-Pose *et al.*, 2013). The economy in Indonesia currently uses a populist economic system where the economic system is based on the strength of the people's economy, where the community holds an active role in economic activities, while the government creates a healthy climate for the growth and development of the business world (Rosmika *et al.*, 2019). Another thing is human resources that have an important role in the effort to win the competition in the era of globalization has not had the ability to be founded and a firm commitment every business organization requires qualified and competent human resources (Yusrita *et al.*, 2020).

Business's natural and social elements are objects of geographical study that cannot be separated. Geography sees the earth as the real world, not imagination, and does not examine the object of study abstractly but in real terms (Yessiningrum, 2015). The next task for the next geographer is to fill in the geography material according to the competencies and specifications of each geographic context. The lack of rapid efforts by advanced geographers to incorporate and disseminate geographic indicators into a general understanding of geography so that the public and especially business people will be a significant concern (Apriansyah, 2018). Understanding geographical science needs to strengthen the intellectuality of geographical indicators by making research more effective in strategic areas. At least two things are used to build it: increasing interest and specifications in agricultural business studies and improving the geography understanding system.

The performance quality of business activity programs can be compared based on national and international benchmarks. The demands of the government and Society in carrying out business activities must be able to guarantee the quality of local products in certain areas. Geographical indicators are the primary concern of agricultural business practices. The development of activities and understanding of geographical indicators in agricultural business activities can be based on the leading role in understanding geographical indicators in the study of geographic substance, including three main things (Ningsih *et al.*, 2019). A *geographical indication* is a sign indicating the area of origin of an item and product which due to geographical, environmental factors including natural factors, human factors, or a combination of these two factors gives a particular reputation, quality, and characteristics to the goods and products produced (Saputra, 2020).

It is rehashed that the comprehension of the term topographical sign shows the space of the beginning of a thing and item that, because of geological, ecological components, can give specific standing, quality, and attributes (Djulaeka et al., 2018). So here, what human variables mean are technological factors and can incorporate brand name strategies in space. Human factors likewise influence the creative interaction of a ranch item, from treatment exercises, soil water systems for estates, nurseries, reaping cycles, and brand creation (Dewi and Landra, 2019). Applications for enrollment of Geographical Indications can be put together by companies that work merchandise and items as standard assets, handiworks, or mechanical items. In any case, the application cannot be enlisted on the off chance that it clashes with state philosophy, legal guidelines, goodness, religion, conventionality, and public request inside a most extreme time of ten days from the date of endorsement of geological signs for enrollment or dismissal, the Directorate General declares the choice in the Gazette. Official topographical Indication for 90 days (Hidayah, 2017).

## **II. Research Methods**

The purpose of this paper is to discuss a description of the relationship between geography and geographic indicators of agricultural products in Indonesia. According to the author, understanding geography will help business people understand a factory location's various locations and circumstances. Similarly, geographic indicators will help potential product consumers to know the various locations, circumstances, and characteristics of each region in Indonesia so that the parties can communicate more effectively. We examined extensive geographic literature and business geography indicators from multiple databases using electronic search assisted by keyword search to explore the above two variables (Eriksson and Kovalainen, 2015). Then, using the principles of validity and reliability, we use a data coding system, in-depth assessment, and data retrieval of results. We prefer data published in the last ten years so that our findings remain updated and up-to-date. This study was developed as a qualitative reporting model, with the main components of data analysis, serial correlation, and interpretation and description. We follow the development of a qualitative study of agricultural business and social (Myers, 2019).

## **III. Results and Discussion**

### **3.1 Geographical Indicator as a Communication**

Geological pointers are essential to be conveyed to money managers and shoppers. The point is to give comprehension and insurance of geological signs that have the lawfulness of Geographical signs for agrarian items from the Ministry of Law for protected innovation rights (Van Caenegem et al., 2015). As an agent of the Society for the Protection of Geographical Indications from the Flores Bajawa Arabica Coffee Association, this GI confirmation gives lawful insurance to the beginning of the item, guarantees the first item's genuineness, and builds maker acknowledgment. Accordingly, administrative offices should keep up with reliable quality control to guarantee that the items will be ensured lawfulness and legitimacy.

In light of the insurance of Geographical Indications will ensure each brand as a sign demonstrating the space of beginning of a thing, which because of topographical, ecological elements including standard components, human elements, or a mix of these two elements, gives explicit attributes and characteristics to the products delivered (Galvez

et al., 2018). This is very important to protect the business's business name, logo, and other essential assets. Business people should apply for registration of trademark rights. This can reduce the chance that other companies may copy other businesses' products or intellectual property. Thus, it can give each original owner of the Gadang brand a higher position above competitors in terms of business and legal protection of work rights (Deselnicu et al., 2013).

The Geographical Indicator Law in Indonesia is one of the protection models for every trademark officially registered (Teuber, 2010). The Constitution protects various agricultural products that can be used as geographic indicators. Each region in Indonesia produces agricultural products with different characteristics caused by nature and humans, or a mixture of both, which distinguishes similar agricultural products produced in various locations in Indonesia (Vink, 2013). According to the goods' location, this normative, positive legal guarantee and sanctions facilitate the brand system. The law also evaluates the issues surrounding registering geographic indications for agricultural goods in all Indonesian jurisdictions.

With the explained idea of responsibility for Indications, they are the names of merchandise and items that are joined to the name of the spot of beginning since they have a standing, quality, and attributes that are not claimed by different spots, either because of normal components, human elements, or a blend the two of them, with geological signs as licensed innovation security that ensures labor and products that bear the name of the topographical area of the spot of assembling (Babcock and Clemens, 2004). However, due to its periodic nature, a Mark may lose its protection if a trademark is lost or its registration is deleted and is no longer protected if the registered mark is used for types of goods and services that are not following the registered ones. So, the examination must be carried out within a certain period as regulated in the regulations of the Constitution on geographical indicators following the provisions in Indonesia (Gangjee, 2012).

### **3.2 Geographical indicator in Indonesia**

As an agrarian country, Indonesia offers a wide variety of agricultural goods with solid links to the region in which they are produced. 'Geographical indication' is a term used to describe the type of naming of agricultural products (Rahmah, 2017). This gives the finished product unique quality features that set it apart from comparable goods on the market from other countries. Geographic indicators will likely be used on low-quality counterfeits. Authenticating geographically indicated products in Indonesia, further research is needed to understand the geographic indicator system so that all centers of agricultural products (Malacarne et al., 2017).

Indonesia has a wide assortment of farming items with solid connections to the district where they are delivered. 'Geological sign' is the term used to portray this kind of item name. This gives the completed item-specific quality attributes that put it aside from others available. Geographic signs will probably be utilized on inferior quality fake items. Approving geological sign merchandise in Indonesia, further examination is required. At present, in Indonesia, there are 31 results of incredible abundance from districts that have an endorsement of Geographical Indication. A geological sign is an indication that shows the space of the beginning of a thing, which because of topographical, ecological variables including standard elements, human elements, or a mix of these two elements, gives explicit attributes and characteristics to the merchandise delivered (Hananto and Prananda, 2019).

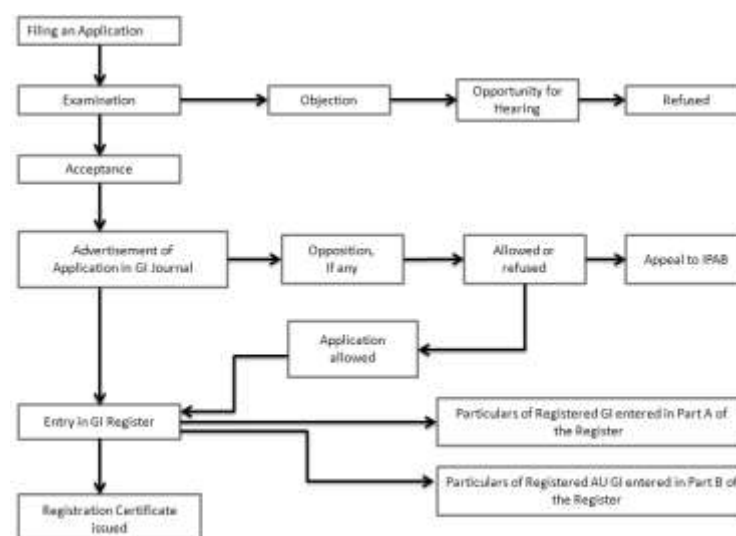
As explained earlier, geographical Indication means a symbol system that shows the place of origin of an item and product, which provides goods and products that produce a

particular reputation, quality, and privilege due to geographic, environmental variables and factors of a superior commodity in a particular place in a particular area. countries (Zappalaglio, 2013). The application for approval is a request to the Minister to register a mark or registration of a geographical indication. A user is a person who has received authorization from the owner of the registered Geographical Indication Right to process and sell the indicated product.

A Geographical Indication can only be registered if the country of origin's government has recognized it and if it has been registered following the laws and regulations of that country. It is also possible to register them under international treaties (Aylwin and Coombe, 2013). According to Article 54 of the Constitution, an applicant who is domiciled or domiciled outside the territory of the Unitary State of the Republic of Indonesia is required to apply. The Minister appoints and dismisses members of the Geographical Indication Expert Team for a term of five years. Representatives from agriculture, industry, trade, and other relevant ministries; representatives from organizations or institutions authorized to monitor and evaluate product quality; and a technical evaluation team whose membership is based on competence (Ellis et al., 2015).

### 3.3 Geographical Indicator Application

The Geographical Indication Expert Team is obliged to examine within six months after receiving the report and notify the Minister of the results of its decision and the further actions to be taken. If there is an objection to removing Geographical Indications, the lawsuit must be submitted to the Commercial Court within three months after the decision on the abolition. The Minister appoints and dismisses members of the Geographical Indication Expert Team for a term of five years. Among them are representatives from the ministries of agriculture, industry, trade, and other relevant ministries. Representatives of authorities or organizations authorized to carry out quality control and product testing; Technical assessment team members are selected based on their competence (Gangjee, 2012). Geographic Names, Geographic Symbols, and Geographical Designs are some of the Geographical Indications given by the Pusan Government and the Regional Government following their respective authorities. The purpose of GDI is to maintain the reputation, quality, and quality used to issue GID and prohibit the illegal use of such goods or services (Morabito, 2014).



**Figure 1. Geographical Indicator Process**

Sources: Intellectual Property India



Currently, because Indonesia is in a zone of public prohibition and restriction in response to a pandemic outbreak, geographic indication application services are still being carried out using an online service application system by the Directorate General of Intellectual Property (DJKI) of the Ministry of Law and Human Rights (Kemenkumham). Services and activities include holding a Virtual Workshop on Increasing Understanding of Intellectual Property, increasing public awareness of Geographical Indications (GI). Nation, (2011) said that efforts to teach how to register a GI at the state service, said Gunawan, Head of the GI Inspection Section. The name of the Geographical Indication must be clear; what kind of product is Arabica coffee must be a coffee product. Gunawan emphasized the importance of registering Geographical Indications on industrial goods. Alternatively, natural resources in Indonesia encourage people to find their regional potential as soon as possible to protect Indonesia's natural wealth (Coombe et al., 2014).

According to Nation, (2011) the purpose of Geographical Indications education is to make all agricultural product businesses understand and even debate about Intellectual Property Rights for local businesses and production. Thus, more and more people will understand and encourage all government stakeholders to start socializing, educating, and continuing to promote the potential of their respective regions." *Geographical Indication* is a sign that shows the area of origin of an item and product that delivers the goods and product produce reputation, quality, and specific characteristics as a result of geographical, environmental factors such as natural factors, human factors, or geographical, environmental factors, a combination of the two (Giovannucci et al., 2010). The advantages of having a registered GI include guaranteeing the uniqueness and quality standards of the product, following the description document, and the opportunity to use the GI label as a means of promotion and certainty of monitoring the misuse of the registered GI label. Disadvantages Other parties will be able to take advantage of unregistered geographic indicators for personal gain, damaging the interests of individuals who produce and sell the product if not registered (Das, 2010).

### 3.4 What Experts Say

According to a study by Sharma, (2021) production circles, product blockchains, and geographic indicators are models of the origin of products or goods originating from one place. His findings are that many goods supply chains suffer the adverse effects of the slight spread of goods prices across the production network. Evidence from the study understands how countries prepare geological indicators that can be used as a technique for the fair distribution of products of significant value and origin of production. His findings further include a partner institutional hypothetical system to understand the intelligent execution of blockchain projects included in the regional rationale for a chain of goods stores.

At the same time, the findings of Kalyani, (2021) say that using marketing intelligence among many green products and Geographic indicators achieves a higher consumer experience. This paper examines the effect of consumer benefits on purchase choices after understanding Geographical Indication Products. IG is a name or mark used on an item compared to a specific geographic area or beginning. Purchasing choices are made by customers based on their area, where the travel industry is, have a variety of insights, have a contrasting level of fulfillment identified with past experiences, and so on. This is also reviewed by Collins-Kreiner, (2010) who raised the geography indicator of pilgrimage and tourism to understand transformation and implications for applied geography.

According to a study by Sharma, (2021) production circles, product blockchains, and geographic indicators are models of the origin of products or goods originating from one place. His findings are that many goods supply chains suffer the adverse effects of the slight spread of goods prices across the production network. Evidence from the study understands how countries prepare geological indicators that can be used as a technique for the fair distribution of products of significant value and origin of production. His findings further include a partner institutional hypothetical system to understand the intelligent execution of blockchain projects included in the regional rationale for a chain of goods stores.

At the same time, the findings of Kalyani, (2021) say that using marketing intelligence among many green products and Geographic indicators achieves a higher consumer experience. This paper examines the effect of consumer benefits on purchase choices after understanding Geographical Indication Products. IG is a name or mark used on an item compared to a specific geographic area or beginning. Purchasing choices are made by customers based on their area, where the travel industry is, have a variety of insights, have a contrasting level of fulfillment identified with past experiences, and so on. This is also reviewed by Collins-Kreiner, (2010) who raised the geography indicator of pilgrimage and tourism to understand transformation and implications for applied geography.

According to Kapetanidou and Lee, (2019) Cyprus' geological proximity and the open growth of SMEs are part of progress. Each possible development outcome is based on the need for space for acceptance, according to open progress. This article examines what local and global open development strategies imply for economic development outcomes by adding topographic proximity measures for open small business development. As a result of successful open assets, we hypothesize that genuine open development impacts the advancement of new products to the company. Likewise, the findings of Zenglin and Yuhua, (2012) regarding the protection of agricultural products with Geographical indicators were relevant. Scientific exchange is a thing that is supported by geological evidence that is gradually increasing.

Geological indications can help local goods increase their brand awareness. This is an attempt to improve their market position in an increasingly globalized market, increase their exchange rate, and sell for some built-in fees. The linkage of manufacturing businesses to geographic indicators, on the other hand, faces several difficulties, including lack of brand reputation assurance knowledge, lack of quality monitoring and detection systems, and lack of in-depth maintenance strategies. As a result, thorough knowledge of geographic indicators is essential and should be widely disseminated. The same idea can be found in (Ebener et al., 2019).

Meanwhile, Ahmed, (2020) said that community development opportunities for weavers in the Bangladesh traditional cottage hand weaving industry are a product of topographic indicators in the international market, which have become part of the art study. Craftsmen have a place in Bangladesh, where pre-mechanical traditions are still dynamic 'expressions or specialties of society,' as in the framework of the lows. Their visual and tangible connection to the social personality and credibility of the network is essential. Jamdani has succeeded in obtaining Geographical Indicators (GI) Certification, but they are threatened by Narayanganj's apparel production, making them unable to compete with more modern competitors with high-tech production systems.

The same is the case (Menapace and Moschini, 2012), where quality certification does not necessarily win in the competition when competitors are playing more and more technology with increasingly globalized trademarks and firm reputations. Geological

marking brands play an important role in major academic agricultural product brands. Guizhou climate conditions are unique, an excellent natural environment and many outstanding rural goods make topographic signs a great opportunity. The use of topographic indications will drive the improvement of the rural goods brand in Guizhou. In addition, it will contribute to the enrichment of breeders, the expansion of the horticultural sector, the promotion of the Guizhou rural brand, and the creation of a new communist open state.

SUN and HU, (2014) discuss China's Geographical Indications in tackling the agricultural product market development. Economic geography using records such as Concentration Ratios and Indexes. This study examines the overall situation, regional distribution, species arrangement, and China's GI agricultural goods market that were several problems, including executive rights struggles, lack of consumer awareness, intelligent maker behavior, and administrative difficulties. This is necessary to improve the mode of legal insurance, increase buyer support efforts, expand membership coverage for breeders, and establish strong oversight and board structures.

Likewise, the findings of Yanrong and Feng, (2017) examine Geographical Indications of agricultural products: Progress and prospects from an economic perspective. In working on the nature of horticultural growth, supporting the progress of rural industrialization, and increasing farmers' income, topographical signs play an essential role. This study looks at the most important publications and performs a comprehensive analysis of the paper's watchwords. The findings show that geological marking research is mainly focused on branding, indication assurance, industrial growth, economic benefits, consumer behavior, producer behavior, and hypothetical improvements lag behind industrial development. As China's geographic marking framework improves, many new perspectives will emerge as important research areas in economics, such as producer behavior, group heterogeneity in governance, and pathways to productivity growth, among others.

In this paper, LI et al., (2010) look at how to protect and develop geographic indications of agricultural products during the industrialization process. The fundamental component in guaranteeing and developing the topographical marking of horticultural products must be pluralistic, emphasizing the critical role of government. There are various issues to be resolved, including promoting contemporary development, directing formative patterns, and fully considering current and long-term goals (Stern et al., 2012).

#### **IV. Conclusion**

In this section, we will present the conclusions of an analytical study that aims to gain an understanding of the relationship between Geographical Sciences and Geographical Indicators in agricultural business products through analysis of the evidence database of reputable journal publications such as Sagepub, Google Books, Taylor and France, and Elsevier. Based on the study results and discussion of the findings, we can conclude that understanding geography is closely related to geographic indicators on agricultural products in many regions in Indonesia. Our findings include how geographical indicators function as a medium for communicating agricultural products with consumers. Then we also describe the current geographical condition of indicators in the country and how to apply for certification of agricultural products to be branded. Finally, we end with a study on several publications in the field from various international contexts.



## References

- Ahmed, S. (2020). Geographical Indicator Product of Bangladesh, Jamdani: Possibilities of Community Development for the Weavers of Traditional Cottage Handloom Industry. *Int. J. Appl. Arts Stud. IJAPAS* 5, 61–86.
- Apriansyah, N. (2018). Perlindungan Indikasi Geografis Dalam Rangka Mendorong Perekonomian Daerah (Protection of Geographical Indications within the Scope of Improvement of Regional Economy). *J. Penelit. Huk. Jure* 18.
- Aylwin, N., Coombe, R.J. (2013). Marks indicating conditions of origin in rights-based sustainable development. *UCDL Rev* 47, 753.
- Babcock, B.A., Clemens, R.L. (2004). Geographical indications and property rights: protecting value-added agricultural products.
- Collins-Kreiner, N. (2010). The geography of pilgrimage and tourism: Transformations and implications for applied geography. *Appl. Geogr.* 30, 153–164.
- Coombe, R.J., Ives, S., Huizenga, D. (2014). Geographical indications: The promise, perils and politics of protecting place-based products. *Sage Handb. Intellect. Prop.* Thousand Oaks CA Sage Publ. 207–223.
- Das, K. (2010). Prospects and challenges of geographical indications in India. *J. World Intellect. Prop.* 13, 148–201.
- Deselnicu, O.C., Costanigro, M., Souza-Monteiro, D.M., McFadden, D.T. (2013). A meta-analysis of geographical indication food valuation studies: What drives the premium for origin-based labels? *J. Agric. Resour. Econ.* 204–219.
- Dewi, L.K., Landra, P.T.C. (2019). Perlindungan Produk-Produk Berpotensi Hak Kekayaan Intelektual Melalui Indikasi Geografis. *Kertha Semaya J. Ilmu Huk.* 7, 1–17.
- Djulaeka, D., Harimurti, Y.W., Zulkifli, M. (2018). Tantangan Daerah dalam Upaya Perlindungan Indikasi Geografis. *Pros. SNaPP Sos. Ekon. Dan Hum.* 4, 259–264.
- Ebener, S., Stenberg, K., Brun, M., Monet, J.-P., Ray, N., Sobel, H.L., Roos, N., Gault, P., Conlon, C.M., Bailey, P. (2019). Proposing standardised geographical indicators of physical access to emergency obstetric and newborn care in low-income and middle-income countries. *BMJ Glob. Health* 4, e000778.
- Ellis, T., Jenkins, C., Smith, P. (2015). Evaluation of the introduction of personal issue body worn video cameras (Operation Hyperion) on the Isle of Wight: Final report to Hampshire Constabulary.
- Eriksson, P., Kovalainen, A. (2015). Qualitative methods in business research: A practical guide to social research. Sage.
- Galvez, J.F., Mejuto, J.C., Simal-Gandara, J. (2018). Future challenges on the use of blockchain for food traceability analysis. *TrAC Trends Anal. Chem.* 107, 222–232.
- Gangjee, D., 2012. Relocating the law of geographical indications. Cambridge University Press.
- Giovannucci, D., Barham, E., Pirog, R. (2010). Defining and marketing “local” foods: Geographical indications for US products. *J. World Intellect. Prop.* 13, 94–120.
- Hananto, P.W.H., Prananda, R.R. (2019). The Urgency of Geographical Indication As a Legal Protection Instrument Toward Traditionalknowledge in Indonesia. *Law Reform* 15, 62–84.
- Hidayah, K. (2017). Hukum Hak Kekayaan Intelektual.
- Kalyani, V. (2021). Application of Marketing Intelligence Among Green Banking and Geographical Indicator Products Attain Elevated Consumer Experience: a Distributor Marketing Intelligence System Approach. *EasyChair*.

- Kapetaniou, C., Lee, S.H. (2019). Geographical proximity and open innovation of SMEs in Cyprus. *Small Bus. Econ.* 52, 261–276.
- Kuncoro, M. (2013). Economic geography of Indonesia: can MP3EI reduce inter-regional inequality. *South East Asian J. Contemp. Bus. Econ. Law* 2, 17–33.
- LI, C., JIANG, S., ZHU, H. (2010). Study of Protecting and Developing Geographical Indication of Agricultural Products in the Industrialization. *J. Hefei Univ. Soc. Sci.* 03.
- Malacarne, A., Silva, L.N., Macedo, R.F., De-Bortoli, R. (2017). Geographic Indication can Add Value to Jacu Coffee’producers. *Rev. INGI-Indicação Geográfica E Inov.* 1, 001–017.
- Menapace, L., Moschini, G. (2012). Quality certification by geographical indications, trademarks and firm reputation. *Eur. Rev. Agric. Econ.* 39, 539–566.
- Morabito, V. (2014). Trends and challenges in digital business innovation. Springer.
- Myers, M.D. (2019). Qualitative research in business and management. Sage.
- Nation, E. (2011). Geographical Indications: The International Debate over Intellectual Property Rights for Local Producers. *U Colo Rev* 82, 959.
- Neilson, J., Wright, J., Aklimawati, L. (2018). Geographical indications and value capture in the Indonesia coffee sector. *J. Rural Stud.* 59, 35–48.
- Ningsih, A.S., Waspih, W., Salsabilla, S. (2019). Indikasi Geografis atas Carica Dieng Sebagai Strategi Penguatan Ekonomi Daerah. *J. Suara Huk.* 1, 105–120.
- Novoa, A. (2015). Mobile ethnography: emergence, techniques and its importance to geography. *Hum. Geogr. Stud. Res. Hum. Geogr.* 9.
- Rahmah, M. (2017). The protection of agricultural products under geographical indication: An alternative tool for agricultural development in Indonesia.
- Rodríguez-Pose, A., Tselios, V., Winkler, D., Farole, T. (2013). Geography and the determinants of firm exports in Indonesia. *World Dev.* 44, 225–240.
- Rosmika, T. E., et al. (2019). The Role of BRI Bank Medan Perjuangan Unit for Customer's Households, Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 2, No 4, Page: 363-374.
- Saputra, R. (2020). Development of Creative Industries as Regional Leaders in National Tourism Efforts Based on Geographical Indications. *BESTUUR* 8, 108–120.
- Sharma, M.G. (2021). Supply chain, geographical indicator and blockchain: provenance model for commodity. *Int. J. Product. Perform. Manag.*
- Stern, E., Stame, N., Mayne, J., Forss, K., Davies, R., Befani, B. (2012). Broadening the range of designs and methods for impact evaluations.
- Sujarwoto, S. (2017). Geography and communal conflict in Indonesia. *Indones. J. Geogr.* 49, 89–96.
- SUN, Y., HU, H. (2014). The Development Countermeasures of Chinese Geographical Indications Agricultural Products Market. *Econ. Geogr.* 04.
- Teuber, R. (2010). Geographical indications of origin as a tool of product differentiation: The case of coffee. *J. Int. Food Agribus. Mark.* 22, 277–298.
- Van Caenegem, W., Drahos, P., Cleary, J. (2015). Provenance of Australian food products: is there a place for Geographical Indications? *RIRDC* 15, 15–060.
- Vink, A.P. (2013). Land use in advancing agriculture. Springer Science & Business Media.
- Yanrong, W., Feng, M.A. (2017). Progress and Prospect of Researches on Geographical Indication of Agricultural Products from the Perspective of Economics. *J. Anhui Agric. Univ. Soc. Sci. Ed.* 03.
- Yessiningrum, W.R. (2015). Perlindungan Hukum Indikasi Geografis Sebagai Bagian Dari Hak Kekayaan Intelektual. *J. IUS Kaji. Huk. Dan Keadilan* 3.

- Yusrita, et al. (2020). Capabilities, Commitments and Effect on the Competitiveness of Small and Medium Enterprises (SME) in Medan. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 3, No 3, Page: 2442-2450.
- Zappalaglio, A. (2013). The Protection of Geographic Indications: Ambitions and Concrete Limitations. *Edinb. Stud. Rev* 2, 89.
- Zenglin, M., Yuhua, L. (2012). On the Protection of Geographical-Mark Farm Products. *Acad. Exch.* 6.