

Enhancing The Economy of The Sleman Yogyakarta by Optimizing Dalhari Guava as A Geographical Indication Product Under the OVOP Program

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Abstract. This paper aims to discuss and find an alternative solution to lifting the potential geographical indications of Dalhari Guava by One Village One Product (OVOP) concept to improve the economy of the region. The idea of OVOP which puts on the uniqueness of each region, according to the characteristics of the area and human resources, is challenged to find potential GI products and registered them to the Directorate General of intellectual property rights. Protection of geographical indications provide benefit for the improvement of the economy of the region and the well-being of its people and anticipates fraudulent business competition, particularly on internationalize trade-related claim of geographical indications. Dalhari Guava has the potential factor to enhance the regional economy.

Keywords: OVOP, geographical indications, economic value, processed and agricultural products

1 Introduction

The economy of Sleman Regency as measured by the gross regional domestic value of business fields at current prices (ADHB) will reach IDR 49 500 004.48 in 2021. This figure is the highest compared to 4 other regencies/cities in the Province of the Special Region of Yogyakarta. The biggest support for the economy of Sleman Regency last year was through the manufacturing sector, which reached IDR 6.16 trillion (13.4%) and the construction sector which reached IDR 5.04 trillion (10.99%) of the total GRDP. GRDP growth for the last five years can be seen in Table. 1. Table 1 shows that the agriculture, forestry and fisheries sectors are the main pillars of the Sleman economy, and in this case agriculture is still the main factor in the economic structure. In a position that is still a major factor, the agricultural sector is experiencing severe problems. This sector is faced with the depreciation of agricultural land which continues to increase due to the conversion of agricultural land. Therefore it is necessary to have a very good and efficient management of agricultural resources. Strategies that can be done include increasing the selling value of agricultural products. One of them is by increasing the product of fruit plants that have export value, including pondoh salak, dalhari guava.

Guava Dalhari has the potential to be registered with a Geographical Indication certificate [2], but has not been registered to date. Geographical Indications (IG) can be a tool to protect the typical products of a region from the possibility of infringement of Intellectual Property Rights (IPR), as occurs in native Indonesian products. as happened to Indonesian Gayo Coffee. From research [11] it was found that Gayo Arabica coffee is a superior product from the Gayo Highlands, Aceh which is one of the best Arabica coffees in the world. With this reputation, the name Kopi Gayo (Gayo coffee) has a high selling value in the world coffee trade. This prompted the Dutch company, European Coffee By through Holland Coffee to register the name "Gayo" as their coffee trademark in the Netherlands, namely Gayo Mountain Coffee on July 15, 1999. As a result, no other company was allowed to sell coffee using the name "Gayo " in the Netherlands, including companies from Indonesia which are the origin of Gayo Arabica Coffee. Based on this incident, the protection of original Indonesian products needs to be improved, especially for products with potential export value. On the other hand, products that have the potential to be exported must be prepared so that they do not only meet the quality factor, but also the quantity factor to ensure business continuity and development.

Products not only face competition with foreign products that enter as a result of globalization, they also face competition in quality and price. The challenge is to produce products that have value and in large quantities to keep prices down. Learning from the successful application of the concept of local product development, standardization and value chain development from the One Village One Product (OVOP) program [19] can be adopted by products with potential geographic indications. OVOP has the potential to be developed to accelerate the registration of geographical indications because this program begins with determining one product from an area and then developing it so that it has uniqueness and added value to the product [10]. Added value is not only from the quality factor but also the consistency of the production quantity [15].

Table 1. GRDP Growth Rate of Sleman Regency Based on 2010 Constant Prices by Business Field (%) 2016-2020

Non-Oil and Gas GRDP Category	GRDP of Sleman Regency Based on Current Prices by Business Field (Million Rupiah)		
	2019	2020	2021
A. Agriculture, Forestry and Fisheries	3 403 633,07	3 655 925,03	3 767 488,53
B. Mining and excavation	183 676,88	172 647,89	167 253,31
C. Processing industry	6 244 767,31	6 161 108,08	6 463 695,51
D. Procurement of Electricity and Gas	54 689,88	53 673,73	54 922,83
E. Water Procurement, Waste Management, Waste and Recycling	21 901,99	22 289,59	24 032,77
F. Construction	5 978 725,33	5 035 656,12	5 725 536,24
G. Wholesale and Retail Trade; Car and Motorcycle Repair	3 704 461,27	3 581 912,38	3 742 559,66
H. Transportation and Warehousing	3 357 228,64	2 088 475,65	2 014 352,69
I. Provision of Accommodation and Food and Drink	4 929 770,09	4 051 028,89	4 531 542,04
J. Information and Communication	3 747 296,04	4 479 815,74	5 344 845,24
K. Financial Services and Insurance	1 575 357,26	1 573 571,65	1 684 817,27
L. Real Estate	3 709 643,81	3 847 681,36	3 964 043,61
M,N. Company Services	797 241,27	704 439,62	776 625,99
O. Government Administration, Defense and Compulsory Social Security	3 174 205,65	3 201 881,40	3 301 948,35
P. Education Services	4 511 265,20	4 873 846,31	5 279 917,07
Q. Health Services and Social Activities	1 118 209,56	1 404 639,89	1 507 324,57
R,S,T,U. Other services	1 068 710,78	924 894,26	1 149 098,82
Gross Regional Domestic Product	47 580 784,02	45 833 487,60	49 500 004,48

Resources: BPS, 2022

The study [16] show that the obstacles to the GI registration process for Guava Dalhari products include (a) the target human resources are still low and it is difficult to arrange the book of requirements; (b) Lack of capacity and quantity of human resources from BPBPKI; (c) Insufficient budget funds and gradual decline. In response to these conditions, the successful implementation of the OVOP program has the potential to solve problems. This study aims to analyze the potential of the Dalhari Guava Farmers Group in applying the OVOP concept to accelerate the application for GI registration to improve the regional economy.

2 Literature Review And Hypothesis Development

Geographical Indication

Geographical Indication is a sign indicating the area of origin of goods and/or products which due to geographic environmental factors including natural factors, human factors or a combination of the two factors give reputation, quality and certain characteristics to the goods and/or products produced. The sign can be in the form of an etiquette or a label attached to the goods produced. These signs can be in the form of place names, regions or regions, words, pictures, letters, or a combination of these elements (www.dgip.go.id). Parties entitled to apply for registration of Geographical Indications are Institutions that represent the community in a certain geographical area that cultivates goods and/or products, for example natural resources; handicraft items; or industrial products and provincial or district/city regional government [21].

User of Geographical Indications is a party that obtains permission from the rights holder on registered Geographical Indications to process and/or market Geographical Indications goods and/or products and for branding product [14]. Geographical Indication description document is a document that contains information, including reputation, quality, and characteristics of goods and/or products related to the geographical factors of the goods and/or products for which Geographical Indications are applied. The benefits of protecting Geographical Indications include clarifying product identification and establishing production and process standards among the stakeholders of Geographical Indications; avoid unfair competition practices, provide consumer protection from abuse of reputation of Geographical Indications; guarantee the quality of Geographical Indication products as genuine products so as to give confidence to consumers; foster local producers, support coordination, and strengthen peer-to-peer organizations in order to create, provide, and strengthen product name and reputation images; increase in production due to the detailed explanation of products with specific and unique characteristics in the Geographical Indications; the reputation of a Geographical Indication area will also be raised, apart from that Geographical Indications can also preserve natural beauty, traditional knowledge, and biological resources, this will certainly have an impact on the development of agro-tourism [13].

One Village One Product (OVOP)

The One Village One Product (OVOP) program is an application of the concept of developing and protecting the potential of local products as capital for local economic development. The program was started in 1980 by Professor Morihiko Hiramatsu, then Governor of Oita Prefecture. Essentially, OVOP is a movement that encourages villages to devise their own globally unique products. In economic theory, product effectiveness is understanding a product concept that is different from others [7]. Based on data from the Directorate of Small and Medium Enterprises (2018), one VOP in Indonesia generally continues to cooperate with other BUMN (State Owned Entities) companies and receive advice and various support from the government. SMEs. government. This refers to industrial products that represent a regional or even national identity. If the product reflects the uniqueness of the region or village.

With these advantages, these products can increase regional income, through tourists, create jobs, and improve human resource skills. In Indonesia there are around 74,000 villages that have uniqueness or characteristics. The way for geographical indications to become potential regional assets for commercialization is to carry out an inventory of regional products that

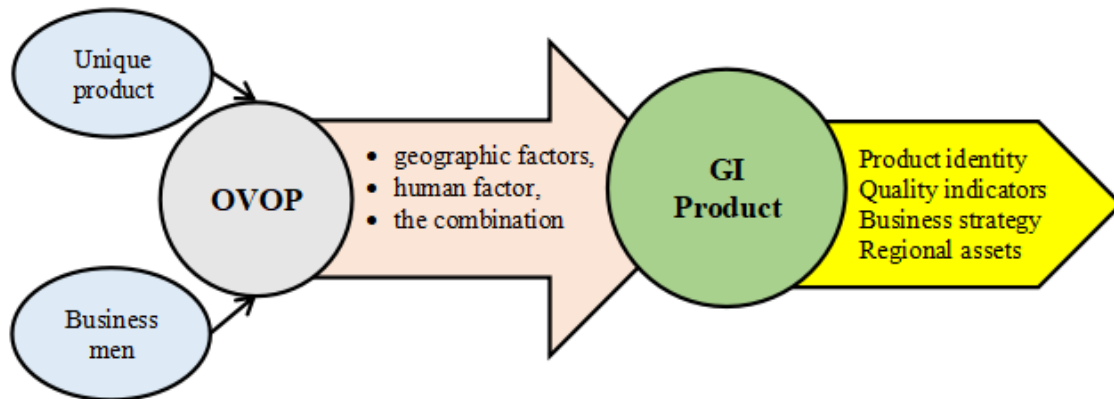
have a reputation/widely known and economic potential, conduct research on what characteristics or peculiarities can be raised in certain products in order to obtain protection from the point of view of geographical indications, and look for and determine geographic boundaries based on the greatest influence that causes these characteristics and qualities [16]. Information from the Director General of Small, Medium and Multifarious Industries of the Ministry of Industry (2023) stated that the output products of the OVOP program received a good response from buyers in each country. Uniqueness as an advantage comes from culture, environment, raw materials, work methods and production processes. In addition, the OVOP area or region becomes attractive as a tourist attraction with its uniqueness, this is a potential new business contribution to the region. Of course this program requires cooperation from various parties, including state-owned companies [20].

3 Research Methods

This study is explanatory [9] in nature and aims to elucidate and examine the status of the Dalhari Guava farmer group, Berbah Sleman in their preparation for Geographical Indication (GI) submissions through the One Village One Product (OVOP) development. Data collection is conducted using questions formulated based on the subjects under investigation using semi-structured interview techniques. In addition to primary data, secondary data obtained from library research is also utilized. Secondary sources of information in this study encompass literature, articles, journals, academic research, and websites pertaining to the research being conducted. The data analysis technique used in this study is an interactive model which includes the functions of data reduction, data presentation, and inference. In qualitative research includes interview transcripts, data reduction, analysis, data interpretation, and triangulation. Summary and presentation of material prepared when researchers receive the information needed for research. After data collection is complete, the researcher tries to draw conclusions from a review of field data.

4 results and discussion

There are 128 items with geographical indications registered with the Director General of Intellectual Property at the Ministry of Law and Human Rights of the Republic of Indonesia, and 94 of them are processed products and agricultural products. It demonstrates that there is great potential for the growth of processed and agricultural products in relation to the advancement of geographically indicated products. The advantages of registering these processed and agricultural products as GI products include product benefits and enhanced competitiveness [18]. The process of registering geographic indication products can be expedited by implementing the One Village One Product (OVOP) concept. This program can be connected to the potential for GI registration because the OVOP concept also highlights the distinctiveness of a product in a specific area [18]. By combining these two concepts, it is possible to generate higher quality output that is supported by a quantity that promotes market competition.



Geographical indications are protected as a sign of the origin of a product, which due to geographical environmental factors, namely nature, humans, or a combination of both gives certain characteristics or qualities to a product [6], including processed and agricultural products as agricultural products. Uniqueness and distinctiveness as product advantages can be developed through the One Village One Product program. The most important moment in implementing the OVOP concept is the selection of the economic potential to be developed. The selection of these potentials must be appropriate and acceptable to all people [1]. Things that need to be considered are the basic needs of local communities, community organizations that have been formed, heritage from the environment and culture that are known, regional intellectual assets, creativity, regional resources, environmental quality and regional infrastructure owned.

Sleman is one of the areas that is blessed with the potential wealth of natural resources and human resources. The combination of these potentials brings forth unique and geographically characteristic biological and vegetable cultivation in 7 sub-districts in Sleman, such as Salak pondoh in the Turi sub-district, and numerous other products that indicate a specific geography [12]. However, the current concern is the limited number of products that have been officially registered as a new geographic indication for pondoh salak. Considering the existing potential, this number is still relatively small. The lack of public awareness and insufficient attention from the Regional Government are cited as contributing factors to the current scarcity of geographic indications [11] Despite the numerous benefits that can be obtained from registering local/regional products with geographical indications, one of which is the ability to prevent counterfeiting or falsely labeling certain geographical areas on products that do not possess the same quality as the original (www.unnes.ac.id). It is not surprising that we have been experiencing disparities in taste when consuming soto Betawi, dawet banjarnegara, brebes salted eggs, martabak lebaksiu, and other products with regional labels that do not match the original.

One of the prominent fruit hubs in Sleman Regency, many are produced from Krasaan Hamlet, Jogotirto Village, Berbah District. Even this fruit as mentioned in the Minister of agriculture's decision no 121/Kpts/LB.240/2/2004, has been recognized as a superior variety. Guava Dalhari is a horticultural crop that can thrive and yield optimally in areas with an elevation of up to 700 meters above sea level. Each Dalhari guava tree can yield 100 kg – 200 kg per season, when this plant is 3 – 4 years old [8]. So far, it is still primarily grown as

garden plants for household consumption. Water guava fruit is not only refreshingly sweet, but also comes in a variety of appearances. Water guava is classified as a type of potential fruit that has not been commercially cultivated (BAPPENAS, 2005). The Dalhari guava cultivation center in the DIY Province is located in the Jogotirto sub-district, which falls under the jurisdiction of the Berbah District, Sleman Regency. As the name suggests, this guava was developed by Mr. Dalhari in his backyard from the first two mother trees in 1985. Now, almost all villagers have planted no less than 1500 trees. The dalhari guava seeds come from grafts that are planted scattered in the residents' yards. In 2004, Guava Dalhari was designated as a superior variety by the Minister of Agriculture.

Previous research [8] revealed that there were two strategic issues behind the IG Certification communication process, including: IG as a solution in protecting the Dalhari Guava as a regional product from product piracy, product standardization and economic improvement of the Dalhari Guava Farmers Group and issues regarding Certification IG as an innovation in overhauling the old way of the Dalhari Guava Cultivation business subsystem to a new way through the establishment of the Dalhari Guava Institution. The uniqueness of its products and the working procedures of the Dalhari Guava Farmer Group can be developed through the OVOP program.

Geographical Indication through OVOP

Approximately 65% of Indonesia's population is still categorized as impoverished, with meager income. The majority of these villages are situated in the farming or agricultural sector. Given this cultural context, OVOP has significant potential for development, particularly in Bali. Currently, two villages in Bali have been designated as implementers of OVOP: Pejaten Village, specializing in ceramics, and Sulahan Village (Bangli), specializing in bamboo weaving. Bali possesses distinct characteristics for handicraft products, which stem from the creativity and innovation of its people rooted in local culture. The production of GI products, which are focused on specific geographical areas, has the potential to increase prices according to economic theory. This is due to limited supply and increasing demand. The sustained growth of this industry can drive the economy of the GI product area. Similar to trademarks [3], geographical indications are also property rights that hold economic value and therefore require legal protection.

Previous research [4] has shown that from a legal perspective in international trade, the TRIPs policy greatly benefits the economic interests of developing countries like Indonesia. Indonesia boasts a diverse range of natural resources and biological sources spread across various regions. For instance, the Salak Pondoh variety of salak fruit (*Salacca edulis*) has become a symbol of Turi District, Sleman Regency, Special Region of Yogyakarta, both in its fresh form and processed products. It has been observed that in Japan, consumers specifically seek out the original Salak Pondoh from Sleman, Yogyakarta. Meanwhile, in Indonesia, this variety of pondoh snake fruit is widely cultivated in various regions under the name pondoh snake fruit. Consumers, particularly in China, Singapore, or Japan, can discern the distinct "aroma" and "taste" that are characteristic of Salak Pondoh originating or grown in the Sleman area, compared to those from other regions.

The advantages of local trade, alongside the safeguarding of geographical indications in accordance with [5], [4], [15] encompass global acknowledgment of geographical indications as part of intellectual property rights. Protection is communal, benefiting groups and enjoyed by the broader community. Ownership of geographical indication rights is exclusive to the relevant community, and economic rights are solely possessed by holders of such indications.

This is achieved by consistently upholding product quality and reputation. Industrial hubs can serve as agro-tourism destinations, stimulating the local economy through the establishment of restaurants, souvenir shops, accommodations, and traditional tourism services that offer unique and nostalgic experiences by showcasing interesting local specialties and preserving the local cultural heritage. The Agrotourism Guava Dalhari flourishes during the harvest season, which falls between July and September each year.

The evidence and arguments mentioned above indicate that the utilization of geographical indication names can highlight the origin of products, local identity and culture, quality and reputation of products that are distinct from other products, and also adhere to a more transparent traceability system. In a broader sense, producers will gain advantages such as increased acceptance and job opportunities for local residents, thereby reducing urbanization rates. If the GI product is exported, then the state's revenue will increase through foreign currency earnings. Indonesia Geographical Indications have officially registered the most recent 128 products (Source: Director General of Intellectual Property Rights, 2023), and considering Indonesia's abundant natural resources, there are still numerous potential GI products that have not been registered for legal protection.

Previous research [5], Geographical indications from a marketing perspective are priceless assets. GI products do not require exorbitant expenses for promotion, as long as the products are well-known and have a strong reputation for quality. Consumers are willing to pay higher prices for these products and are highly aware of their quality. However, the two papers have not yet presented or discussed the technical steps towards rural development and marketing of traditional products with geographical protection. The decentralization system presents both opportunities and challenges for regions to utilize their potential in the context of regional development. Regional leaders should develop a strategic plan (renstra) to optimize, maintain, and enhance the unique resources and human capital of each region. What the members of the community, particularly the group of guava farmers, fail to comprehend is the value of their guavas due to the favorable geographic environment in which they are grown. The yield of guava seeds will differ if planted in areas with different geographical environments. Farmers are still selling guava fruit seeds, thus diluting the exclusivity concept. The method for a geographical indication to generate economic value and become a potential regional asset for commercialization is to officially register the geographical indication with the Directorate of Trademarks, Directorate General of Intellectual Property Rights, Ministry of Law and Human Rights [12]. Additionally, it is important to establish Regional Regulations that govern the entry of products falling under the category of geographical indications for the specific area. The knowledge and expertise related to this geographical indication should only be shared with the local residents of the area. It is crucial to protect the natural environment and ensure its sustainability, as it directly impacts the unique characteristics and quality of the geographical indication. To maintain its distinctiveness, certain standards should be set, including those pertaining to quality, style, fragrance, and more. In order to avoid overproduction, the printing of stamps, labels, or certificates should be limited and only provided to those who hold the rights to the geographical indication. Furthermore, a specialized marketing network should be established to promote the geographical indication and prevent counterfeit products. This can be achieved by restricting the sale of guava fruit seeds outside of the designated area.

Adopt modern packaging technology so that the characteristics and quality of the "marked" characteristics have a better/longer lifecycle, give a certain touch to make the product more attractive, but don't lose the characteristics or uniqueness [12]. If Geographical Indications focus on signs indicating the area of origin, while OVOP focuses on products and business

actors. From the OVOP implementation that already exists in Indonesia, there are several OVOP products that are GI products. In it is stated that data mapping carried out by the Regional Government can improve the quality and accessibility of Intellectual Property Rights (IPR) services. Geographical indications are a collective IPR concept, and in the process of protecting and developing it requires cooperation from various parties, including local governments, entrepreneurs, academics, non-governmental organizations or community groups [1]. Opportunities to explore the potential of different regions using the OVOP concept through products are expanding, by discovering new GI products to be registered. The risk of cases like Gayo Arabica Coffee and Toraja Coffee can be minimized. Because GI products are also assets of the state that need legal protection. To enhance the quality of the packaging, the Dalhari water guava farmer group can collaborate with relevant stakeholders who can support this potential.

Geographical indications can be as resources that can be utilized as tools for the well-being of the community in a specific area. Furthermore, GIs also act as a commercial strategy that can enhance the commercial worth of a product in a particular region, due to its authenticity, limitations, and reputation, which cannot be replicated in other regions. This helps prevent unfair competition through the use of regional names, ensuring that producers in the product's area of origin continue to receive the maximum economic benefits. Geographical indications have greatly improved the prosperity of producers in developed countries who reside in remote regions and have limited alternative sources of income. However, there are still several instances in Indonesia that demonstrate not all products with registered geographical designations can have a significant economic impact on the farmers or managers of these products. For instance, the registration of the geographical indications for Salak Pondok Sleman does not necessarily make this product more competitive, as only 20% of the high-quality cottage fruit is absorbed for export.

The same goes to Kulonprogo palm sugar, which was previously unavailable in supermarkets or retail stores [17]. As a result, many Kulonprogo palm sugar farmers sell it through intermediaries in Indonesia and then export it. Transactions between farmers and intermediaries are subject to a 10 percent tax, while intermediaries who export overseas are exempt from taxation. The community must pay special attention to this in order to have control over the product in their area through administrative arrangements for the registration of geographical indications up to the next registration. State governments should establish a dedicated IPR unit responsible for registering, managing, monitoring, and promoting intellectual property rights, including geographic indications. Geographical indications also have ecological benefits, such as the preservation and protection of nature, enhancing the area's prestige, and conserving genetic resources. Geographical indications also have socio-cultural advantages, such as fostering relationships among farmers, promoting regional dynamics, and preserving local traditions, knowledge, and wisdom [5]. For consumers, GI can provide legal assurances for purchased products, meeting their expectations, and offering legal protections if the product fails to meet the required standards.

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5 Conclusion

The OVOP concept that gives importance to the distinctiveness of products in every area, with specificities based on regional traits and manpower, presents chances to delve into the possibilities of geographic indication products in Indonesia. Guava Dalhari has excellent prospects due to the contributing factors of geographic indication products, such as geographical aspects, human aspects, or a combination of both. Safeguarding geographic indications brings advantages in enhancing the local economy and the wellbeing of its inhabitants, as well as preventing unfair business rivalry, particularly in global commerce concerning assertions on geographical indications, thus leading to the potential increase in regional or national revenue.

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