AAPA-EROPA-AGPA-IAPA International Conference 2024
Towards World Class Bureaucracy
ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

Digitalization of Trademark Registration for MSMEs in Yogyakarta: Service Effectiveness and Efficiency Analysis

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Abstract

This study aims to analyze the effectiveness and efficiency of digital transformation in the trademark registration process for MSMEs in Yogyakarta. The method used is descriptive qualitative, with data collected through interviews and observations of MSME actors and review of official documents. The results of the study indicate that although digitalization can accelerate the process and reduce manual bureaucracy, there are significant obstacles, such as low digital literacy and limited access to technology in remote areas. In addition, complex procedures and lack of technical assistance are still major challenges. This study contributes to providing strategic recommendations to the government to improve the quality of digital trademark registration services, especially by expanding digital training and simplifying procedures for MSMEs to be more competitive in the digital era

Keywords:

digital transformation; trademark registration; MSMEs; effectiveness; efficiency; public services

Introduction

The transformation of public services via information technology has become a global trend, including in Indonesia. The public's demand for high-quality public services grows in conjunction with technological advancements. The public now expects not just the availability of necessary public services, but also the supply of high-quality public services (Bangsawan, 2023; Lebang et al., 2023). Public services that were formerly delivered in conventional methods are progressively transitioning to digital platforms in the hopes of boosting accessibility, efficiency, and effectiveness. Of course, the primary purpose is to provide high-quality public services that suit the requirements of the community.

One of the industries affected by this shift is trademark registration, which is critical for Micro, Small, and Medium Enterprises (MSMEs). MSMEs are vital to the Yogyakarta Province Special Region economy. As a popular tourist and cultural destination, Yogyakarta offers numerous potential products that might affect the lives of its citizens, particularly in the creative industry sector. According to data from the Yogyakarta Special Region Cooperative and MSME Service, there were 300,025 MSMEs in Yogyakarta in 2020 (Yogyakarta, 2020). This figure is expected to rise more as technology and the creative economy advance in near future. The increasing number of MSMEs generates so many trademarks that it may lead to trademark misuse

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

by parties that just take benefit without appreciating someone's creative labor (Bangsawan, 2023; Sudiantini et al., 2023). As a result, deliberate actions must be taken to make trademark protection via registration a competitive advantage.

As technology and markets move forward, commercial rivalry tightens, resulting in an increasing number of methods to profit, including illicit conduct. (Bangsawan, 2023; Erwin et al., 2023; Lebang et al., 2023; Sudiantini et al., 2023). As a result, trademark protection measures are required to ensure that they are not exploited by those without the right to use them. This is because each product must have a distinguishing characteristic or superior product that sets it apart from other items. By registering a trademark on the goods, the business owner becomes the exclusive holder of the registered brand, allowing them to take legal action if there is a disagreement over the trademark.

In recent years, the Indonesian government, through the Directorate General of Intellectual Property (DJKI), has begun to digitize the trademark registration process in order to accelerate up and make it more accessible to MSMEs. Trademark registration can now be performed from anywhere and at any time using information technology. Applicants for trademark registration must simply register on the merek.dgip.go.id website, fill out the form, and upload the necessary files digitally. This shift is intended to improve MSMEs' engagement in legally safeguarding their brands.

Trademark awareness is the key to boosting MSMEs' competitiveness. As a result, the Government of D.I Yogyakarta (Bangsawan, 2023; Kementerian Koordinasi Bidang Perekonomian, 2023), through the Department of Industry and Trade, assists company owners in registering intellectual property rights associated with their firms. The Governor of the Special Region of Yogyakarta's Regulation No. 98 of 2018 establishes the Intellectual Property Management Center as a Technical Implementation Unit within the Department of Industry and Trade. This Intellectual Management Center is responsible for executing intellectual property management in order to enhance the number of registered intellectual property rights from small and medium-sized companies or centers that are supported.

Despite the fact that this digital system has been implemented, implementation within the industry continues to face a number of issues, including low digital literacy among MSMEs (Lebang et al., 2023), disproportionate access to technology (Sudiantini et al., 2023), and the complexity of procedures, which can be difficult for small business actors (Diseperinday Yogyakarta, 2020). In real life, the number of MSMEs and creative firms that register IPR remains insufficient when compared to the total number of MSMEs and creative enterprises in Yogyakarta. There are only 197 IPR docs registered among Yogyakarta's MSMEs. Several MSMEs noted that the registration procedure continues to be time-consuming, and technological issues such as

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

trouble accessing digital platforms are widespread. It can be concluded that transformation has not fully provided the expected results.

The primary goal of digitalizing trademark registration services is to decrease the cost and time required to register a trademark (Erwin et al., 2023; Kementerian Koordinasi Bidang Perekonomian, 2023). However, there is still a difference between expectations and reality. Many MSMEs remain required to pay extra charges to comprehend and utilize this digital platform, and insufficient internet connectivity in certain regions of Yogyakarta hinders the process. This demonstrates that, while digital transformation might minimize manual bureaucracy, overall efficiency still need improvement. As a result, this study is critical for gaining a better knowledge of the efficacy and efficiency of digital transformation in trademark registration services in Yogyakarta. How successful is digital transformation in promoting trademark registration among MSMEs, and how does its implementation influence the efficiency of the trademark registration process. Thus, the findings of this study aim to provide strategic suggestions that would assist the government in improving services while also empowering MSMEs to be more competitive in the age of digital technology.

Methods

This study's research design is qualitative descriptive. The purpose of this study is to explain the efficiency and effectiveness of digital transformation in Yogyakarta's trademark registration services. Data gathering procedures, such as interviews and observations of study subjects, are then evaluated to provide research findings. This study's data comprises of both primary and secondary data. Primary data is data collected directly by researchers from study objects, whereas secondary data is gained from reference books (journals, general libraries, research findings), newspapers, scientific publications, official documents of relevant institutions, and statistics data.

In this work, the researcher employed Huberman and Miles' interactive data analysis paradigm (Dull & Reinhardt, 2014). This methodology consists of three major components: data reduction, data display, and drawing conclusions/verification. In this analysis process, after collecting data from the field about the effectiveness and efficiency of digital transformation in trademark registration services in D.I. Yogyakarta, the researcher will separate data that is relevant to the study from data that is not. The findings will then be presented in narrative style, and a conclusion will be drawn from the investigation.

ISSN Print: 2686-6242, ISSN Online: 2686-6250
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Result and Discussions

Measuring the efficiency and effectiveness of digital transformation in trademark registration services for MSMEs serves various crucial goals, particularly in terms of developing the quality of public services and strengthening MSMEs' competitiveness (Dobrolyubova, 2021; Lacombe & Jarboui, 2023). Through a review of the efficacy and efficiency of digital transformation, the government can determine if digitalization truly makes it simpler for MSMEs to acquire trademark registration services. Furthermore, monitoring the success and efficiency of digital transformation in trademark registration services benefits both MSMEs as service users and the government as a service provider, ensuring a better, quicker, and more inexpensive system (Danneels & Van Impe, 2023; Mahboub et al., 2023).

1. Analysis of the Effectiveness of Digital Services in Trademark Registration for MSMEs in Yogyakarta

The effectiveness of public services refers to the extent to which a public service successfully achieves its goals and optimally meets the needs of the community. To analyze the effectiveness of digital services in registering MSME trademarks in the Special Region of Yogyakarta, the author uses the theory of public service quality which consists of five main dimensions (Sugiarto & Octaviana, 2021), namely: (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, (5) empathy. Effective public services must be able to meet these five aspects to provide quality services to the community.

The tangible dimension (physical documentation) refers to a service provider's capacity to demonstrate its existence to third parties, specifically service consumers. The overall appearance and functionality of physical service buildings and infrastructure, as well as the surrounding environment, provide as tangible proof of the services delivered. This tangible evidence comprises physical facilities (buildings and other structures), technology (equipment and materials used), and staff appearances. In brief, it refers to the look of physical facilities, staff appearance, and communication facilities. Tangible indications include: (1) brand registration web display; (2) ease of service procedure; and (3) ease of customer access when making service requests.

To complete brand registration online using the DJKI Kemenkumham website, allowing the general public, particularly MSMEs, to do so by themselves. The visual layout of the registration page is fairly straightforward to grasp for those who are already digitally literate. However, many MSMEs, particularly those in rural or remote locations, continue to have difficulty accessing digital technologies. The primary barriers to using online brand registration services are limited access to reliable and fast internet and a lack of digital proficiency. MSMEs struggle to

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

register their trademarks on digital marketplaces because they lack the required details. According to a survey performed by Wahyudi et al. (2020), over 65% of MSMEs find it challenging to register brands using digital platforms.

The procedures that are required to register a trademark are fairly straightforward. Simply create an online account, fill out the form, and complete the payment process. However, the most difficult aspect of the trademark registration procedure is completing the form, which must be supported by all necessary documentation. The comprehensiveness of these paperwork is what frequently leads MSMEs to have their trademark registrations declined. Apart from that, but after completing the payment procedure, the next step is to wait for approval from the Ministry of Law and Human Rights, which typically takes at least one month. During this procedure, the Ministry of Law and Human Rights will review the trademark registration application materials online.

Applicants whose applications are accepted will instantly get a trademark registration certificate. Those who are refused, on the other hand, have the option of filing an objection so that the Ministry of Law and Human Rights can modify and re-examine their case. This procedure is what makes trademark registration difficult to anticipate. Time is uncertain, and the grounds for rejection are unclear. It is not unusual to encounter MSMEs that have satisfied the identical paperwork criteria but only one of them is able to register their trademark. In this issue, the Ministry of Law and Human Rights lacks clear guidelines for assessing which brands are acceptable due to differing perspectives.

Service users who have trouble registering a brand and require consultation may proceed directly to the BPKI Disperindag DIY office. BPKI Disperindag DIY offers trademark registration services including advice, consulting, and technical aid. BPKI Disperindag DIY assists MSME actors who wish to register their brands by clarifying the rules and circumstances of registration, preparing the relevant paperwork, and the method for correctly filling up the form. Furthermore, BPKI Disperindag DIY assists MSME actors in accessing the online trademark registration system, including aid in using the digital platform for registration or overcoming technological barriers during the registration process. However, because of the enormous amount of MSMEs in DI Yogyakarta, this help service is unable to reach everyone, resulting in many MSMEs failing to register their trademarks.

Reliability is demonstrated by having the ability to assist and give prompt and correct service to service consumers, as well as clear information delivery. Employee reliability is described as the capacity to deliver promised services accurately, on time, consistently, and satisfactorily. The online trademark registration services appear to be accurate, timely, dependable, and satisfying. Applicants can only visit the registration page and complete the

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

current form. In terms of correctness and reliability, the digitization of trademark registration is successful since the output in the form of a trademark holder certificate is correct and has legal validity. The Ministry of Law and Human Rights legally issues trademark certificate paperwork, which may be used as acceptable proof of ownership of registered trademark rights. On the other side, the digitization of trademark registration suffers from a lack of timeliness. According to the previous explanation, after registering online, the following step is to wait for the Ministry of Law and Human Rights. It is difficult to forecast how long this procedure will take, therefore candidates may only wait by checking the accessible website. This is why many service customers are disappointed with the digitization of trademark registration.

Responsiveness is the ability to assist and provide service consumers with timely (responsive) and correct assistance, as well as clear information delivery. Information about brand registration is freely available through numerous outlets, particularly electronic media. On the registration page, there is also an information page on services such as service flow, a support desk page, and other readily available information. However, this responsive dimension is not ideal because it can only be accessed by persons with sufficient digital literacy abilities. When registering, applicants may instantly submit the relevant files, however there is no file verification system in place, hence many registrations are refused due to file issues.

Based on observation, the applicant promptly required to make a payment after submitting the paperwork, ensuring that the registration is done as soon as possible. However, if a mistake happens and the trademark registration is refused, the payment will not be returned. Furthermore, based on the interview findings, the cancelation criteria remain unclear. Although the Ministry of Law and Human Rights offers a platform for raising objections when an application is refused, the lack of direct connection between the applicant and the Ministry of Law and Human Rights frequently results in perception discrepancies that render the service unproductive. Objections can only be lodged once and are more difficult than the original application. The service time is also more prolonged, leaving the public unsatisfied with this trademark registration. If the objection is denied, the applicant's registration funds cannot be returned. This is clearly damaging to the applicant, especially if the applicant is from small MSME with limited resources.

Assurance in the public service dimension refers to employees' expertise, civility, and capacity to build public trust in the government. Several indicators were employed in this study to assess the assurance aspect, including (1) the promise of timely service, (2) the guarantee of service expenses, and (3) the guarantee of service legality. As previously stated, digital trademark registration services cannot guarantee immediate assistance. This is especially true when applicants are awaiting a judgment from the Ministry of Law and Human Rights, and the

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

completion date is unknown. Some just need one month, while others might take up to eight months.

The Ministry of Law and Human Rights then issued a law containing the expenses that must be paid even when making payments using billing codes, ensuring that the nominal amount of payment is directly specified in the transaction. However, the certainty of this cost is not met if the trademark registration application is declined; the registration price cannot be refunded. Meanwhile, to ensure the service's legitimacy, the trademark registration website was built by the Ministry of Law and Human Rights, and the trademark registration certificate is legitimate legal evidence of trademark ownership.

Thus, it is possible to conclude that the digitization of trademark registration services has not been adequately applied. The challenges include restricted access and computer literacy, complicated legislation and bureaucracy, and technological infrastructure limitations. Many MSMEs in Indonesia continue to struggle with digital technologies. Their inadequate comprehension prevents them from properly obtaining services. Rural or isolated places may have limited network connection, making it difficult to use online trademark registration services. According to a study from the Ministry of Law and Human Rights (2021), the registration procedure still requires several steps and complicated papers, which is why many MSMEs choose the conventional way. This demonstrates that digitization did not totally simplify bureaucracy. Many MSMEs believe that the government does not provide adequate support for the transition to digital services. According to a survey conducted by the Indonesian MSME Association, only 30% of MSMEs got training or socialization on how to utilize digital services for brand registration, therefore they struggle to grasp the procedure.

2. Analysis of Digital Service Efficiency in Trademark Registration

Public service efficiency refers to the extent to which government agencies can deliver services with low resource utilization while maintaining high service quality (Akbar et al., 2022; Gayatri et al., 2013). In this context, efficiency refers to the effective administration of time, expenses, labor, and other resources in order to obtain the best outcomes in public service. To assess the efficiency of digitization of MSME trademark registration services in D.I Yogyakarta, the author used a variety of metrics, including procedural simplification, technology utilization, waste reduction, standardization, and performance assessment (Gayatri et al., 2013; Kang, 2019; Manzoor, 2014).

Efficiency is accomplished by optimizing operations and removing redundant procedures (Kang, 2019; T.W.W., 1982). This involves removing unnecessary paperwork and decreasing service completion times (Akbar et al., 2022; Dobrolyubova, 2021; Mahboub et al., 2023). The method for digitalizing trademark registration services begins with a visit to the Directorate

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

General of Intellectual Property's (DJKI) official website at dgip.go.id and selecting the Trademark service from the main menu. The applicant then establishes a registration account, which may be accessed later by selecting the trademark registration service and completing the online form. The following step is to upload the necessary paperwork, such as trademark pictures, trademark rights declarations, and other supporting materials. Make payment for the trademark registration fee in accordance with DJKI requirements using the available methods of payment.

The registration cost varies depending on the category and class of the trademark requested for. To proceed with the process, you must provide proof of payment. After completing the registration, DJKI will conduct a formal and substantive assessment. The substantive investigation entails determining if the trademark applied for does not violate the law or is confusingly similar to a registered trademark. If the registration passes the substantive assessment, the trademark will be made public for two months. During this time, third parties may file objections if they believe they have rights to a comparable trademark. If no objections are raised, DJKI will issue a trademark certificate indicating that the trademark has been formally registered and is legally protected for ten years. This certificate will be sent via the applicant's online account or in physical form.

Based on the explanation above, it is apparent that, even if the registration process was completed online, intricate bureaucracy and lengthy procedures are frequently encountered. Some MSMEs consider that, despite digitization, the process takes too long due to the numerous procedures required, such as authentication and brand announcements, which take time. This is also consistent with the element of waste reduction, in which process efficiency highlights the significance of minimizing all types of waste in the business, including time, labor, and costs.
Digitization of trademark registration services should speed up the process (Gayatri et al., 2013; Lacombe & Jarboui, 2023; Ziebell, 2016). However, many MSMEs continue to suffer significant wait periods due to lengthy or incompletely automated trademark inspection procedures. Trademark registration might take weeks or months before its status is confirmed. As a result, business actors must wait longer, potentially wasting useful time. Many MSMEs are unfamiliar with the internet system and require manual assistance from authorities, namely BPKI Disperindag DIY employees. This circumstance indicates that, despite the fact that the service is provided online, some users still visit the BPKI Disperindag DIY office, requiring the utilization of employees. This shows that online services are still unable to reduce the number of workers needed but instead increase the number of workers.

Staff responsibilities can be minimized by making the system more user-friendly or providing proper instruction to users. Furthermore, while the online trademark registration method could reduce costs, there are still expenditures for physical paperwork or other

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

procedures that result in unnecessary costs. Although support is expressly designed for MSMEs, it has not been able to reduce registration costs. Furthermore, if the trademark application is unsuccessful, the registration expense will not be returned.

Standardization in digital trademark registration services refers to the adoption of similar methods, rules, and technology to guarantee that these services are accessible, operated, and utilized properly by all applicants, particularly MSMEs (Feng, 2024; Kurniati, 1997; Sujatmiko, 2020). Standardization seeks to produce an efficient, uniform, and transparent system, decreasing confusion and limiting service variations. The trademark registration procedure has been designed to be transparent and consistent using a digital system (Çela, 2015) . Every applicant must go through the same process, which includes filling out forms, paying fees, data verification, and brand announcements (ASEAN, 2020). This approach provides for a more centralized service, reducing diversity in procedures among locations. Furthermore, the digitalization of trademark registration employs an international method for categorizing products and services utilized in trademark registration. This helps to harmonize national registration processes with global norms.

With this categorization standardization, all applicants must pick a brand category based on internationally accepted categories. Although this approach is efficient, there are significant limitations in terms of speed and stability of access. Some of these include restricted access to technology for MSMEs, discrepancies in applicants' grasp of digital procedures, and disparities in the quality of internet infrastructure between areas. Performance evaluation in digital trademark registration services is critical to ensure that the service functions smoothly, efficiently, and satisfactorily for users. This performance review is critical to ensuring that digital-based public services actually give maximum advantages, particularly for MSMEs that rely on trademark protection to safeguard the longevity of their brand company (Çela, 2015; Feng, 2024; Mahboub et al., 2023).

Performance is measured by how quickly applications are handled from submission to certification. Although processing time in an online system should be shorter than in manual procedures, there are still problems, such as lengthy substantive assesment. Efficiency-based performance evaluations include examination length, brand announcement, and certificate issuing. The study's findings demonstrated that time efficiency increased with the introduction of the digital system, however certain changes were still required to solve technical challenges. The majority of users claimed that the online registration system was simple to use, however there were concerns about technical assistance and delayed response times when applicants encountered difficulty.

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

The number of trademarks registered successfully over a certain time period is one of the most important performance metrics. This judgment is frequently evident in the ratio of applications filed to those successfully processed for certification (Akbar et al., 2022; Kang, 2019; Mahboub et al., 2023; Ziebell, 2016). If many applications are delayed or rejected due to technical or procedural issues, it indicates poor service performance. The number of trademark registrations handled has grown dramatically as a result of digitization, but there are still various hurdles that create delays during the verification or announcement stages. When evaluating performance, applicant satisfaction cannot be overlooked. User satisfaction surveys are one of the methods used to assess digital service performance.

This satisfaction-based performance evaluation allows us to determine whether digitalization of services actually enhances service quality. According to the Ministry of Law and Human Rights' survey of perceptions of service quality, 70% of users of the online trademark registration system are quite satisfied with the procedures and speed of the process, but there is still room for improvement in terms of technical support and procedural clarity.

As a result, the effectiveness of online trademark registration public services is determined by how resources such as time, people, and capital are managed effectively to obtain the best outcomes. Process automation can help to boost efficiency by speeding up verification and registration procedures. However, issues such as technological interruptions, a lack of digital awareness among MSMEs, and system instability can result in wasted time and money. Furthermore, monitoring the effectiveness of this service is critical to ensuring that digitization has a beneficial influence on trademark registration speed and simplicity.

3. Implementing Digital Services: Obstacles and Challenges

Based on the previous explanation, we can see that in the implementation of Digital Trademark Registration Services for MSMEs in D.I. Yogyakarta there are obstacles and challenges, including:

1) Technological Infrastructures

The technological infrastructure that enables digitization is an important component in enhancing public services (Gayatri et al., 2013; Lebang et al., 2023; Manzoor, 2014; Sudiantini et al., 2023). In the case of Yogyakarta, the technological aspect of trademark registration for MSMEs in Yogyakarta encompasses numerous critical components, including internet connectivity, required devices, and digital infrastructure preparation. Internet access is also critical, but there is still a disconnect between urban and rural Yogyakarta in terms of connection quality and reliability. MSMEs in cities often have greater internet access than those in rural regions, which are sometimes restricted by slow internet speeds and network outages.

Furthermore, the essential technologies, such as desktops, laptops, or smartphones, must be sufficient to access the digital platform supplied by the Directorate General of Intellectual

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

Property (DJKI). Not all MSMEs have appropriate equipment or are experienced in their usage, making it challenging for some business actors to use digital trademark registration services. This demonstrates that, despite the rising adoption of digital devices, the technical gap remains a barrier for certain MSMEs, particularly in terms of technological literacy. Yogyakarta's digital infrastructure support includes the security and stability of the trademark registration system. There are frequently technical disruptions or system instability that result in lengthier processing postponements.

2) MSMEs Digital Illiteracy

The problem of digital literacy among MSMEs is a significant obstacle in utilizing digital services, such as online trademark registration (Danneels & Van Impe, 2023; Gayatri et al., 2013; Mahboub et al., 2023). Many MSMEs still have limited technical knowledge related to the use of information technology, such as operating digital platforms, filling out online forms, or uploading required documents. This is especially true for MSMEs in rural areas who are not yet accustomed to using digital devices such as computers or smartphones in their business activities. The study revealed that although the digitalization of public services is growing, the lack of digital literacy makes it difficult for MSMEs to navigate online systems that tend to be complex and require a good understanding of technology.

In addition, access to proper digital training is still problematic. Although various government initiatives have offered training, not all MSMEs have had equal access, particularly in outlying locations. This is worsened by skepticism in technology caused by concerned about data security and insufficient knowledge about digital activities. Many MSMEs prefer conventional procedures because they are more familiar and simpler to grasp, therefore the move to digital services remains gradual. Sugiarto (Sugiarto & Octaviana, 2021) also stated that infrastructural issues and inadequate consistent internet access prevent MSMEs from fully exploiting the promise of digital services, exacerbating the obstacles of achieving digitalization efficiency among small company players.

3) Law and Regulation Aspects

Regulations promote the digitization of trademark registration through a variety of initiatives aimed at speeding up and simplifying the procedure (Çela, 2015; Gayatri et al., 2013; Sujatmiko, 2020). The Ministry of Law and Human Rights' Directorate General of Intellectual Property (DJKI) has created an electronic system that enables for online trademark registration. This method is governed by the Minister of Law and Human Rights' Regulation No. 8 of 2019 on Electronic-Based Public Services for Intellectual Properties. This technology allows applicants to file for trademark registration digitally, minimizing manual bureaucracy and speeding up the registration procedure, from submission to fee payment, all of which are done online.

ISSN Print: 2686-6242, ISSN Online: 2686-6250
https://doi.org/10.30589/proceedings.2024.1182

However, legal issues continue to impede the digitization progress. One of them is the problem of data security and privacy, which is crucial in digital services since it protects sensitive applicant information. Furthermore, technological infrastructure constraints, particularly in rural places, may hinder the overall adoption of this approach (Danneels & Van Impe, 2023; Lebang et al., 2023; Mahboub et al., 2023; Modinos et al., 2010). There is also the difficulty of ensuring that national laws and international standards for intellectual property rights are consistent. Rapid technology advancement need continuous regulation revisions to guarantee that digital operations operate properly and securely (Erwin et al., 2023; Kementerian Koordinasi Bidang Perekonomian, 2023; Sudiantini et al., 2023).

Conclusions

Digital transformation in trademark registration for MSMEs in Yogyakarta has provided a number of conveniences, especially in terms of accessibility and acceleration of the administrative process. However, the effectiveness and efficiency of this service are still constrained by several factors, such as low digital literacy, limited technological infrastructure, and complex bureaucracy. Although this system is able to reduce manual bureaucracy, the implementation of digitalization has not been fully as expected. Users often face technical and procedural difficulties that hinder the trademark registration process. Therefore, even though digitalization has been implemented, many MSMEs have not felt its benefits optimally.

The government needs to improve digital literacy for MSMEs by providing more training and mentoring programs that are evenly distributed to remote areas. In addition, technological infrastructure, such as stable internet access, must be improved to support the implementation of digital services more widely and effectively. Simplifying procedures and transparency in the registration process are also important to reduce the uncertainty often felt by service users. With these improvements, it is hoped that MSMEs can more easily and efficiently protect their trademarks, so that they can compete more competitively in the global market.

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