

ABSTRAK

Eko Pranata Sinaga, NIM 3213111004 “Dampak Pelindungan Indikasi Geografis Kopi Robusta Sidikalang Dalam Perekonomian Masyarakat Parbuluan Dairi”. Jurusan Pendidikan Pancasila dan Kewarganegaraan, Fakultas Ilmu Sosial, Universitas Negeri Medan.

Penelitian ini bertujuan untuk menganalisis dampak perlindungan Indikasi Geografis (IG) Kopi Robusta Sidikalang terhadap perekonomian masyarakat Parbuluan, Dairi, serta mengidentifikasi tantangan yang dihadapi dalam proses perlindungan tersebut. Jenis penelitian yang digunakan adalah penelitian hukum normatif-empiris dengan pendekatan kualitatif. Jenis data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Data primer diperoleh melalui observasi dan wawancara mendalam dengan petani, pengusaha, serta pihak terkait. Sementara itu, data sekunder didapatkan dari studi literatur, jurnal, dan dokumen terkait lainnya. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, dan analisis data dilakukan dengan metode reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa perlindungan IG Kopi Robusta Sidikalang telah membawa dampak positif terhadap perekonomian, di antaranya berupa peningkatan harga jual, perluasan pasar, dan peningkatan reputasi produk. Namun, implementasinya menghadapi tantangan signifikan, yaitu minimnya pemahaman masyarakat tentang IG, kendala teknis budidaya, serta hambatan ekonomi dan sosial. Adapun upaya pelestarian yang dapat dilakukan adalah dengan adanya sosialisasi yang lebih efektif, penguatan kolaborasi antar pihak, dan perumusan kebijakan yang lebih komprehensif untuk memaksimalkan manfaat perlindungan IG bagi seluruh masyarakat.

Kata Kunci: Indikasi Geografis, Kopi, Perekonomian, Masyarakat

ABSTRACT

Eko Pranata Sinaga, NIM 3213111004 “The Impact of Geographical Indication Protection for Sidikalang Robusta Coffee on the Economy of the Parbuluan Dairi Community.” Department of Pancasila and Civic Education, Faculty of Social Sciences, State University of Medan.

This study aims to analyze the impact of the protection of the Geographical Indication (GI) of Sidikalang Robusta Coffee on the economy of the Parbuluan community in Dairi, as well as to identify the challenges faced in the protection process. The type of research used is normative-empirical legal research with a qualitative approach. The types of data used in this study are primary and secondary data. Primary data was obtained through observation and in-depth interviews with farmers, entrepreneurs, and related parties. Meanwhile, secondary data was obtained from literature studies, journals, and other related documents. Data collection techniques were carried out through observation, interviews, and documentation, and data analysis was carried out using data reduction, data presentation, and conclusion drawing methods. The results of the study show that the protection of Sidikalang Robusta Coffee GI has had a positive impact on the economy, including an increase in selling prices, market expansion, and an improvement in product reputation. However, its implementation faces significant challenges, namely a lack of public understanding of GI, technical constraints in cultivation, and economic and social barriers. Efforts to preserve this can be made through more effective socialization, strengthening collaboration between parties, and formulating more comprehensive policies to maximize the benefits of GI protection for the entire community.

Keywords: Geographical Indication, Coffee, Economy, Community

