

The Role of GI Community Organization in Sustaining the Characteristic of GI Product and Its Challenges: The Study of Indonesia GI Coffee product in four regions.

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Indonesia is four largest Coffee in the world. In the last decade Indonesia Government has registered not less than 30 coffee products in its region as Geographical Indication protected coffee. However the utilization of GI as to improve market and productivity of Indonesia coffee has not been fully achieved compare to its potential. One of the impediment faces by GI Coffee farmers community the lack of organizational capacity of GI Community organization to perform optimal standardization procedure on assessing GI Coffee quality characteristic and supports by Government. This study is aim to explore innovations conducted by GI Community Organization in four Indonesia regions producing coffee to tackle this challenges. The study hopefully will contribute to the enactment of policy by Government to improve and enhance the capacity of GI Community organization to perform better in facilitation GI Coffee farmers to achieve benefits of GI Protection.