

## **ABSTRACT**

### **POTENTIAL FOR PROTECTION OF GEOGRAPHICAL INDICATIONS ON STRAWBERRY FRUIT FROM CIWIDEY BANDUNG WEST JAVA**

This research is an empirical normative research aims to determine how geographical indications pursuant to the provision of Indonesian law and how the potential protection of Geographical Indications in strawberry fruit from Ciwidey Bandung, West Java.

The data used in this research is a secondary data obtained from the research literature. To complement the secondary data used primary data obtained from field research. The data is then analyzed using qualitative descriptive methods.

The results of this research indicate that the Protection of Geographical Indications under Article 56-60 of Law No. 15 of 2001 regarding Marks and further stipulated in Government Regulation No. 51 of 2007 on Geographical Indications. Stroberi types Nyoho and ananassa from Ciwidey meet the requirements to be registered and receive the protection of geographical indications. This is because the strawberry kind Nyoho and ananassa not an item that should not be registered pursuant to Article 3 of Government Regulation No. 51 of 2007 on Geographical Indications.