



PKM Empowerment and Legal Protection of Gamelan Craftsmen of UD Kayu Mas, Dangin Puri Village, East Denpasar District, Denpasar City

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Abstract. Dangin Puri Village, located in East Denpasar, Denpasar City, Bali Province, covers an area of 0.65 km² with a population of 8,846 people (2021). This village holds significant potential for economic development through the empowerment of micro, small, and medium enterprises (MSMEs) in sectors such as handicrafts, culinary, and services. However, many local MSMEs still lack understanding and utilization of digital technology, which hinders their business growth. One notable example is UD Kayu Mas, a traditional gamelan handicraft enterprise that has not yet registered its creations under copyright law, leading to unclear legal protection and limited market expansion. Additionally, the craftsmen's limited digital literacy and inadequate access to technological tools pose challenges in adopting digitalization. To address these issues, community service activities were carried out to socialize the importance of copyright registration and digital empowerment. The program introduced legal awareness through the registration of gamelan and gender laras nada gending in the form of plawah, unique to UD Kayu Mas. Empowerment initiatives involved students who practiced at UD Kayu Mas and supported the establishment of the Swasti Swara studio in Denpasar. The program also included digital training, such as creating online business profiles, using social media platforms (Instagram, Facebook), and utilizing online marketplaces for product marketing. The outcomes included improved legal awareness, better understanding of digitalization benefits, and enhanced digital skills among craftsmen. These efforts are expected to expand market reach, increase sales, and promote operational efficiency. The results were disseminated through an international journal publication, print media, and a four-minute promotional video on YouTube.

Keywords: empowerment; legal protection; gamelan craftsmen; UD kayu mas.



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Introduction

Background of the Problem UD Kayumas, located at Jalan Hayam Wuruk Number 4 Denpasar, is located in Dangin Puri Village, which is one of the villages located on Jalan Kepundung Number 28, Dangin Puri, East Denpasar District, Denpasar City, Bali Province, Indonesia. The area of Dangin Puri Village is 0.65 km² with a population of 8,846 people (2021). Based on the 2020 Dangin Puri Village Occupation/Livelihood Data, most of the population works in the service, trade, and tourism sectors, for example as Civil Servants (PNS), Private and Government Company Employees, Entrepreneurs, Doctors, and so on. There are also those who work in the agricultural and livestock sectors, although the number is relatively small. Many micro, small and medium enterprises (MSMEs) are developing in the Dangin Puri Village area, such as handicrafts, small shops, food stalls, and tourism services. In terms of education, Dangin Puri Village has the availability and infrastructure of 4 Kindergartens (TK), 4 Elementary Schools (SD), and 2 Junior High Schools. Although it does not have schools with Senior High School (SMA) and College levels, access to both public and private high school and college education is also relatively easy considering its proximity to the city center of Denpasar. The level of education of the community is generally quite good, with many residents having completed secondary and higher education. Dangin Puri Village has several health facilities to make it easier for the community to get health services. Dangin Puri Village has 8 integrated health posts (Posyandu) and 2 Polyclinics. Large hospitals can also be easily accessed in Denpasar. Public health programs, such as integrated health posts (Posyandu) and other health activities, are running well. Dangin Puri Village has a number of potentials that can be developed for the welfare of the local community. Given its strategic location, namely Denpasar City, the development of micro, small, and medium enterprises (MSMEs) in various sectors, ranging from culinary, crafts, to services, can provide significant economic contributions. Like many areas in Bali, Dangin Puri Village has tourism potential that focuses on local culture and traditions. Temples, traditional ceremonies, and dance can be attractions for local and foreign tourists. Buildings with distinctive Balinese architecture can be tourist attractions, especially for those interested in art and history, for example, Jagatnatha Temple and the Bali Museum. Given the significant potential in the entrepreneurial sector due to its strategic location in Denpasar City, many micro, small, and medium enterprises (MSMEs) are developing in the Dangin Puri Village area, such as handicrafts, small shops, food stalls, and tourism services. However, most of these MSMEs do not yet understand digitalization which can facilitate the development of their businesses. Geographically, Dangin Puri Village has the following boundaries:

- 1) East: Dangin Puri Kangin Village
- 2) North: Dangin Puri Kaja Village
- 3) West: Dangin Puri Kauh Village
- 4) South: Dangin Puri Kelod Village

Dangin Puri Kangin Village has 7 neighborhoods or banjar dinas, namely:

- 1) Br. Bun
- 2) Br. Kaliungu Kelod
- 3) Br. Kayumas Kaja
- 4) Br. Kayumas Kelod
- 5) Br. Tegalsari
- 6) Br. Abasan

7) Br. Batumas

Gamelan craftsmen who are in the UD Kayumas business which was established in 1985, then the business license was issued in 2015, the concept of gamelan as a traditional musical instrument typical of Indonesia is a cultural heritage that must be preserved. In addition to being a distinctive musical instrument, gamelan has become a mascot for Dangin Puri Village, East Denpasar District. Gamelan craftsmen have been established since 1985. The majority of gamelan industry owners have been used by their generation. Many of them already care about this gamelan industry. Apart from the ancestral heritage, the gamelan industry also opens up employment opportunities and has become the main source of income for the surrounding community so that the desire for industry is very much realized by them. However, in some industries, obstacles are found in expanding the marketing of gamelan. The majority of UD Kayumas businesses produce gamelan by request by customers who have been subscribers for a long time with a number of customers who are more likely to come from countries outside Indonesia such as Japan, the Netherlands and England. There are no obstacles experienced by UD Kayumas gamelan craftsmen whose gamelan marketing reach reaches abroad and even the business is carried out very professionally, however, the problem that occurs from the legal aspect is that the gamelan copyright has not been registered so that there is no proof of individual ownership of rights and the empowerment of Balinese gamelan craftsmen is not optimal. The service carried out by the service team in the form of empowerment continues to be improved more optimally for UD Kayu Mas gamelan craftsmen and assisting UD Kayu Mas gamelan owners to register their gamelan works so that they have proof of copyright ownership in accordance with the provisions of Law Number 28 of 2014 concerning copyright. Where this Law protects copyrighted works in the fields of science, art, and literature. That copyright is an intellectual property that has a strategic role in supporting national development and advancing welfare as mandated by the 1945 Constitution of the Republic of Indonesia. The development and empowerment of science, technology, art and literature have been so rapid that it requires increased protection and guarantee of legal certainty for creators, copyright holders, and owners of related rights. Article 1 of Law Number 28 of 2014 concerning copyright stipulates that: "Copyright is the exclusive right of the creator that arises automatically based on the principle of declaration after a creation is manifested in a tangible form without reducing the restrictions in accordance with the provisions of applicable laws and regulations" "The creator is one or several people who individually or together produce a creation that is unique and personal". Based on the analysis of the village situation, the devotee is interested in carrying out a devotion entitled "PKM Empowerment and Legal Protection of Gamelan Craftsmen UD Kayumas, Dangin Puri Village, East Denpasar District, Denpasar City

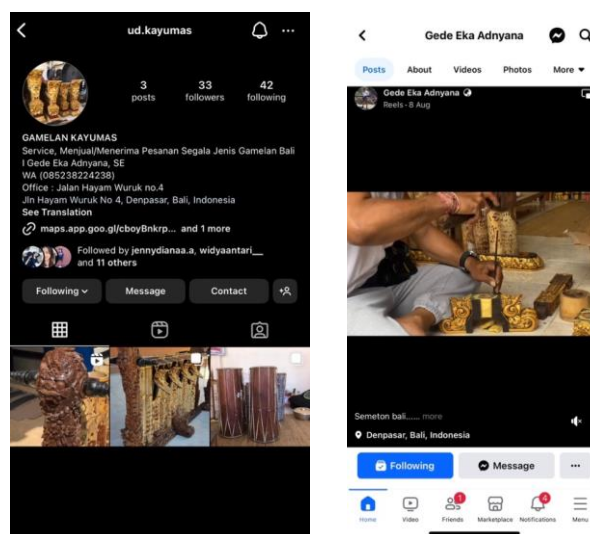


Figure 1. UD Kayumas business

Problem Formulation

The problems found in UD Kayumas in Dangin Puri Village, East Denpasar District are as follows:

1. There has been no optimal empowerment of UD Kayumas gamelan craftsmen Dangin Puri Village, East Denpasar District, Denpasar City.
2. Ownership of Gamelan in the form of copyright of UD Kayumas Dangin Puri Village, East Denpasar District, Denpasar City has not been registered, so there is no legal protection.

Community Service Implementation Method

The implementation method carried out in the community service program is by: Business Law Program

1. Socialization of the Copyright Law
2. Marketing socialization through online media YouTube, FB and Market Place

Civil Law Program

Assistance in the socialization of the Copyright Law Faculty of Letters Program: 1. Forms of preservation and empowerment of Balinese Gamelan and Gender arts UD Kayumas Partner, Dangin Puri Village, East Denpasar District, Denpasar City: Partner Program: 1. Preparing a place for socialization 2. Preparing a place to conduct interviews with the service team. 3. Analyze the registration process Student Program: 1. Provide assistance in collecting data in the field 2. Assist in taking documentation 3. Assist in taking a video with a duration of 4 minutes

RESULTS OF COMMUNITY SERVICE IMPLEMENTATION

The importance of optimal preservation and empowerment of UD Kayu Mas craftsmen, and the importance of legal protection of UD Kayu Mas's Creative Works in the form of gamelan and gender and the importance of Utilizing Digital Technology for Marketing and Business Development in Dangin Puri Village. This has been carried out by the Community Service Team on July 2, 2025 at Jn. Hayam Wuruk, the results obtained were that the preservation of UD Kayu Mas products in the form of gamelan and gender gending laras nada in the form of plawah which are superior products as a characteristic of UD Kayu Mas products, meaning that artists can definitely distinguish which UD Kayu Mas gender products are when compared to other gamelan and gender business products. The empowerment that has been carried out by UD Kayu Mas has graduated many students even to Japan, England and the Netherlands. Meanwhile, students in Denpasar City empowerment is carried out by opening a studio, one of which is called the Swasti Swara studio. The service team carried out community service activities at the UD Kayu Mas business in the form of Socialization of copyright registration with the Copyright Law that requires the community, both individuals and groups, to have proof of ownership of rights in the form of a copyright certificate, as well as the importance of digitalization in the Development of the UD Kayu Mas Gamelan Craftsman Business in Dangin Puri Village. The Service Team also handed over two trash cans as a form of concern for environmental cleanliness at the UD Kayu Mas business so that they always implement a clean environment so as not to cause pollution in the community. Furthermore, the service team will review and analyze using the following SWOT analysis: *

Strengths: The importance of implementing the socialization of the Copyright Law must be registered through the Directorate General of Intellectual Property Rights in order to obtain legal protection, the importance of preserving and empowering gamelan and gender products in the form of plawah through studios in the City of Denpasar and the

importance of digitalization has helped UD Kayu Mas gamelan craftsmen to reach a wider market, through online platforms such as e-commerce and social media. By utilizing digital technology, UD Kayu Mas can more easily document, promote, and preserve cultural heritage, and ensure that the art of making gamelan and gender remains relevant in the modern era.

***Weaknesses:** UD Kayu Mas Gamelan Craftsmen may not have gained a deep understanding related to the implementation of preservation and empowerment that is not yet optimal as well as copyright legal protection and digitalization for business development due to time constraints in conducting socialization related to digitalization to UD Kayu Mas gamelan craftsmen. Training and knowledge related to the use of digital technology need to be provided more deeply to provide a deep understanding of digitalization to UD Kayu Mas craftsmen. ***Opportunities:** With proof of copyright ownership in the form of a certificate, it aims to create legal certainty for UD Kayu Mas gamelan products and gender in the form of *plawah* which is its characteristic, thus the legal relationship of the business increasingly opens up wider opportunities to cross national borders and with digitalization opens up opportunities for UD Kayu Mas to introduce their products to the global market, where interest in traditional instruments and art goods is often high. By using digital technology, gamelan craftsmen can develop new products or additional services, such as online courses on making gamelan and gender, which can be a source of additional income. ***Threats:** the state will not provide legal protection for unregistered works. Moreover, with the tight competition in the business world, the problem will become more complex. Digitalization can expand competition, where traditional gamelan and gender craftsmen may have to compete with more modern producers who have access to more sophisticated technology. There is a risk that by focusing too much on digitalization, traditional aspects and cultural values in gamelan making can be reduced or not maintained. In addition, excessive dependence on digital technology can be a problem if there is a technological disruption, such as server problems, data security, or unstable platforms.





Figure 2. Visit to UD Kayumas business

Conclusion

Conclusion .Increase understanding of the importance of preserving UD Kayu Mas gamelan and gender plawah products and empowerment through studios in Denpasar City, even abroad, and registration of UD Kayu Mas products in the form of Gamelan and Gender Plawah must be registered in order to have proof of ownership of rights according to the rules stipulated in the Copyright Law and knowledge about the Importance of Digitalization for the Development of UD Kayu Mas Gamelan Craftsmen's Business in Dangin Puri Village. Limited knowledge and skills in digital technology hinder UD Kayu Mas gamelan craftsmen from understanding and utilizing digitalization to develop their businesses. In addition, the lack of access to adequate technological devices and the internet can worsen this situation. To overcome this problem, special socialization and training are needed that can improve the understanding and skills of craftsmen in using digital technology.

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