



Understanding the Role of Indigenous Peoples in Preserving Cianjur Pandanwangi Rice as a Product of Local Wisdom to Obtain Geographical Indication Certificates

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ARTICLE INFO	ABSTRACT
<p>Keywords: Pandanwangi Rice, Local Wisdom, Geographical Indication</p>	<p>Pandanwangi Cianjur rice which has a distinctive taste, as good quality rice because it is the result of rice varieties with special characteristics that are influenced by geographical and cultural conditions from Cianjur blood so that Pandanwangi rice is categorized as a product of local wisdom in Cianjur Regency and has received a Geographical Indication certification. (IG) from the Ministry of Law and Human Rights of the Republic of Indonesia. However, the ownership of this certificate does not guarantee an increase in the economy that is exploited from Pandanwangi rice because the Regional Government has not provided maximum assistance and guidance so that the community takes advantage of the potential of Pandanwangi rice as an economically viable source of income. Therefore, it is necessary to socialize and foster from various parties, especially from academics through community empowerment activities to understand the existence of Cianjur pandanwangi rice as part of local wisdom products so that it is maintained as a cultural value and can provide economic benefits for the local community.</p>
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1. INTRODUCTION

Indigenous peoples and local communities have been recognized as having a long tradition of managing and extracting natural resources without compromising ecological processes and functions (Loihat et al., 2019). The success of indigenous peoples in their natural environment between generations has been achieved without any prohibition for the community to use the environment as a source of livelihood. Indigenous people in an area have perspectives, insights and concepts related to their environment, these perspectives and concepts can be interpreted as part of local wisdom. Local wisdom has a wider scope than traditional knowledge. Local wisdom is a manifestation of the implementation of articulation and embodiment as well as forms of traditional knowledge that are understood by humans or communities who interact with the natural surroundings, so that local wisdom is cultural knowledge owned by certain community groups including models of sustainable natural resource management including how it relates to nature through the use of natural resources. wise and responsible (Suhartini, 2009).

Therefore, it is important for indigenous peoples to understand the existence of natural resources as part of local wisdom that has special characteristics to be preserved and utilized as local products so that they are maintained as local cultural values and used as economic resources that can

be utilized for the common welfare. One form of local wisdom product that is widely known among the public is the Cianjur Wangi Pandan Rice product which is found in Pandan Wangi Village, Cianjur Regency. This Cianjur Wangi Pandan Rice is very well known in the community, because this Cianjur Wangi Pandan rice has a special character with a distinctive aroma and taste that is different from the general public, so that the existence of this Cianjur rice product gains a place in the hearts of consumers as good quality. Among the various types of Cianjur rice, the most famous is Pandanwangi Rice, which is produced from the Pandanwangi variety (Masyarakat Pelestari Padi Pandanwangi Cianjur (MP3C) in (Aridhayandi, 2019).



The determining factor of the good quality reputation is the characteristics brought by the product, which is influenced by the geographical and cultural conditions of each region. Geographical characteristics brought by the product, usually make the product famous due to the name of the region (Aridhayandi, 2019). Therefore, from the perspective of cultural and economic values, this Cianjur Pandanwangi rice has high cultural and economic value, so it is very important to provide understanding to the local indigenous people in order to understand the importance and automatically this Cianjur Pandanwangi Rice is part of local wisdom that has cultural value. and the economy. How can the local indigenous community maintain and protect the existence of Pandanwangi Rice in Cianjur as part of local wisdom that must be maintained, it is necessary to socialize and provide understanding from various groups, especially academics from campuses/universities to provide an understanding of community service activities, so that the community is right really understand and take concrete steps and strategies to maintain and protect this Cianjur Pandanwangi Rice as a product of the local wisdom of the local community.

Therefore, the Faculty of Law, National University of Jakarta, showed the Faculty of Law, Suryakencana University, Cianjur, through community empowerment activities, through face-to-face socialization and dialogue with the Pandan Wangi Village Indigenous Community, in this case represented by the Pandanwangi Cianjur Rice Conservation Society (MP3C) to understand and understand strategic and concrete steps so that the existence of Pandanwangi Rice in Cianjur maintains local value as a product of local wisdom, as well as making this pandanwangi rice product a product that has economic value that provides economic benefits for the community. Then the socialization was also carried out in order to develop legal protection measures for the existence of Cianjur Pandanwangi rice which had obtained a Geographical Indication (IG) certificate. -how to break the law.

2. METHOD

The method of implementing community service is carried out in collaboration with the Faculty of Law, the National University of Jakarta and the Faculty of Law, Suryakencana University, Cianjur, which was carried out in Pandanwangi Village, Cianjur Regency, by involving the Indigenous Community of Pandanwangi Village. The activity was carried out in the form of face-to-face and joint dialogue to explore the problems faced by the indigenous people of Pandanwangi Village in maintaining and protecting the existence of Cianjur Pandanwangi Rice as local wisdom of the Pandanwangi Village community.

After exploring the problems through a dialogue forum with traditional leaders, the next step is mapping the problem, and delivering solutions to these problems that must be taken by the

community or traditional leaders as a step to obtain legal and legal recognition of Pandanwangi Cianjur rice as a local product that has economic value and culture value.

3. DISCUSSION

3.1. The Role of Indigenous Peoples in Maintaining Local Wisdom

Indigenous peoples in an area have perspectives, insights and concepts related to their environment, these perspectives and concepts can be interpreted as part of local wisdom (Sartini, 2004). Local wisdom has a wider scope than traditional knowledge. Local wisdom is a manifestation of the implementation of articulation and embodiment as well as forms of traditional knowledge that are understood by humans or communities who interact with the natural surroundings, so that local wisdom is cultural knowledge owned by indigenous groups that includes models of sustainable natural resource management including how it relates to nature through wise and responsible use (Suhartini, 2009). Thus, local wisdom is a system that integrates knowledge, culture and institutions as well as the practice of managing natural resources (Suhartini, 2009).



Local wisdom can be divided into 2 (two) namely social wisdom and ecological wisdom (Suja, 2010). Social wisdom in the formation of social beings becomes wiser and wiser (Suja, 2010). Ecological wisdom is a guide for humans to be wise in interacting with the biophysical and supernatural natural environment. Ecological local wisdom views that humans are part of nature (Suja, 2010). In this context, it can be categorized that Cianjur fragrant pandan rice as local wisdom in the category of ecological local wisdom that comes from nature, with special characters and characteristics that must be maintained and preserved by the Pandanwangi Cianjur indigenous community to become a source of traditional knowledge and the local indigenous people's economy.

Therefore, Pandanwangi Cianjur rice as the regional identity of Cianjur Regency is very influential for farmers as actors who are directly involved. So that indigenous peoples and farmers continue to maintain and be separated from Cianjur Pandanwangi Rice as the character of the identity of the local wealth of the Cianjur Regency.

3.2. Pandanwangi Rice as a Local Wisdom Product That Has Distinctive Characters as Geographical Indications

Above is the explanation that local wisdom includes ecological wisdom, Pandanwangi Cianjur rice which has a distinctive taste, which is a place in the hearts of consumers as good quality rice because it is the result of rice varieties in the form of ecological wisdom (Masyarakat Pelestari Padi Pandanwangi Cianjur (MP3C), 2015). Because the determining factor of the good reputation is the characteristics brought by the product, which is influenced by the geographical and cultural conditions of the blood of Cianjur. The geographical characteristics brought by pandanwangi rice products usually make the product famous due to the name of the region (Masyarakat Pelestari Padi Pandanwangi Cianjur (MP3C), 2015).

The word Pandanwangi is always followed by the word "Cianjur" because it is associated with rice originating from Cianjur and is synonymous with quality and character that has advantages compared to rice produced in other regions of Indonesia. This superiority in quality and character arises because of the influence of environmental factors as well as human factors when planting rice,

harvesting and storing Pandanwangi. Because of its superior quality, the selling price of Pandanwangi “Cianjur” rice is much more expensive than the price of rice in general (Ramli & Sumiyati, 2012).



The advantage of Cianjur Pandanwangi Rice is that it tastes good, fluffier and has a distinctive pandan aroma. To produce Cianjur Pandanwangi Rice with a distinctive taste, Pandanwangi rice varieties can only be planted in 7 (seven) Districts in Cianjur Regency, namely Warungkondang, Gekbrong, Cugenang, Cilaku, Cianjur, Cibeber, and Campaka. If the Pandanwangi rice variety is grown outside the seven sub-districts or in other areas, the distinctiveness of the rice will be lost, especially the fluffier texture and pandan aroma (Aridhayandi, 2019).

Pandanwangi Cianjur rice is produced from the fur rice plant (japonica) which was developed from generation to generation by the Cianjur people and was originally known as fragrant rice. Pandanwangi rice got its name from the Governor of West Java in 1980 and received recognition as a local superior rice variety from the Minister of Agriculture in 2004 with the name 34 Pandanwangi rice.

3.3. The Process of Obtaining a Geographical Indication (IG) Certificate for Cianjur Pandanwangi Rice

Articles 70 and 71 of Law Number 20 of 2016 concerning Marks and Geographical Indications authorize Regional Governments to conduct Guidance and Supervision of the existence of Geographical Indications (GI), with GI characteristics that are still valid as long as the reputation, quality, and characteristics that are given to it protection for the Geographical Indications still exists. Related to the importance, benefits and advantages of farmers with registration to get a GI Certificate, in 2015 Cianjur Pandanwangi Rice has received a Geographical Indication Certificate (GI) on 16 October 2015 with Application Number: IG. 00.2014.000011 and Registration Number ID G 000000034.

The GI certificate was obtained after the application for registration by the Cianjur Regional Government through the Pandanwangi Rice Conservation Society of Cianjur (MP3C) submitted a GI application to the Ministry of Law and Human Rights of the Republic of Indonesia.

This application for registration is filed in accordance with the provisions of Article 56 paragraph (2) of the Law of the Republic of Indonesia Number 15 of 2001 concerning Marks as amended by Law no. 20 of 2016 which states that Geographical Indications are protected after being registered on the basis of a request submitted by:

- a. Institutions that represent the community in the area that produce the goods in question consisting of:
 1. The party whose goods are natural products or natural resources;
 2. Producers of agricultural products;
 3. Manufacturers of handicrafts or industrial products;
 4. Merchants who sell the goods;
- b. Institutions that are given the authority to do so; and
- c. Group of consumers of the goods.

Efforts to register for a GI Certificate by the Cianjur Pandanwangi Rice Conservation Group (MP3C) are based on the consideration that:

1. This registration provides legal protection benefits for Cianjur Pandanwangi Rice as a GI product.
2. If you get a GI certificate, it can be used as a marketing strategy for Cianjur Pandanwangi Rice products in domestic and foreign trade.
3. Providing added value to GI products in the region and increasing regional economic capacity;
4. By obtaining a GI certificate, you can improve and maintain the quality of Cianjur Pandanwangi Rice products and strengthen the competitiveness of farmers;
5. Encouraging better economic equality for farmers;
6. increase and create jobs for farmers in areas that have potential for GI products.

3.4. Mapping Problems in Discussion Sessions Related to Obtaining IG Certificates

After obtaining the GI certificate as an acknowledgment of the right to the existence of Cianjur Pandanwangi Rice as a GI product belonging to the Cianjur Pandanwangi Rice Conservation Society (MP3C). then the government legally recognizes that Cianjur Pandanwangi Rice Products are products originating from the Pandanwangi area, Cianjur Regency. So there is no claim for the existence of the Pandanwangi Cianjur rice product, originating or originating from other regions. However, the problem is that the local government only provides assistance at the stage of registering GI products only. After obtaining the GI certificate, the regional government has not taken further action from the community to obtain the GI certificate, so that the Pandanwangi Cianjur Rice Conservation community has not yet experienced further benefits after obtaining the GI certificate. Even though the community hopes that after the registration of the GI there are economic benefits obtained.

What's more, in many cases, the increase in consumer interest in Cianjur Pandanwangi Rice, limited production, so that many traders who take advantage of these conditions make speculations by selling ordinary rice, but are given the Cianjur Pandanwangi Rice brand, to get profits in a fraudulent and illegal way, so that many consumers feel disturbed, which in the end resulted in its reputation for the Cianjur Pandanwangi rice.

In other cases as well, there are many rice traders who say their rice is Cianjur Pandanwangi Rice but in fact the rice comes from Cianjur Pandanwangi Rice, but a mixture of rice with Cianjur Pandanwangi Rice, or not even Cianjur Pandanwangi Rice. Then found fake Pandanwangi Cianjur rice circulating in the market, both national and international markets. This is very detrimental to the Pandanwangi Rice Farmers in Cianjur. For this reason, it is necessary to take legal protection efforts in order to create a healthy and fair trade.

What emerged in the group discussion was that, if a farmer's pandanwangi rice product obtained a GI certificate, but there was no impact on the welfare of the community in particular, then why should the product be registered with the GI? Don't let IG just become a "fashion" for the local government, but there's no use for it.?

3.5. Protective Measures Against the Existence of Pandanwangi Rice as Local Wisdom that has Obtained IG Certificate.

From some of the cases mentioned above, it can be classified several problems that must be followed up with concrete steps by the Regional Government to maintain the sustainability of Cianjur Pandanwangi Rice, so that it continues to provide collective benefits for the Cianjur people, both economically and culturally that characterizes the character and wisdom of the local community. Cianjur. These problems are:

- a. The local government has not been maximal in providing assistance, supervision and guidance to farmers and communities of Cianjur Pandanwangi Rice Conservation (MP3C) who have received IG Certificates for Cianjur Pandanwangi Rice.
- b. After obtaining the GI certificate, the community or farmers do not have the ability to produce Pandanwangi Cianjur rice in large quantities according to consumer demand, both at home and abroad;
- c. There are still many decisions and speculations from some rice traders who do not have the right to produce Cianjur pandanwangi rice.

- d. GI registration is not accompanied by registration of requests for hectares of Cianjur Pandanwangi Rice Brand, there are many branded rice traders in Cianjur who are actually not with the original quality of Cianjur Pandanwangi rice, but rice with fake brands.

The community service team in a dialogue forum with the Cianjur Pandanwangi Rice Conservation community (MP3C) added several strategic steps so that the existence of Cianjur Pandanwangi Rice as a local wisdom product that has received a GI certificate, to continue to exist and provide good benefits. in terms of local cultural and economic values. These steps include:

- a. The Cianjur Regional Government must map the area that is characteristic and has a special character of producing Pandanwangi Cianjur rice, so that no activity is allowed in the area, including development activities over the area, in order to maintain and preserve the authenticity of the land planted with these special advantages. The mapping if necessary can be included in the Regional Regulation on Spatial Planning and Regional Planning (RT/RW) of Cianjur Regency, so that the area is specifically designated for rice farming which produces Cianjur Pandanwangi rice.
- b. To expand the marketing reach of Cianjur Pandanwangi Rice wider by reaching the National Market and International Market, the Cianjur Regional Government needs to help concretely-production machines and other production facilities and facilities to produce more Cianjur Pandanwangi Rice so that it can be marketed more broadly to reach the domestic market as well as international markets. Of course, with the spread of Cianjur Pandanwangi Rice products, of course the name Cianjur Regency became famous throughout the region, including abroad.
- c. To avoid counterfeiting of Cianjur Pandanwangi Rice products, the GI registration must be accompanied by an application for registration of the Cianjur Pandanwangi Rice brand. So that every business actor who intentionally uses or sells rice with the Pandanwangi Cianjur brand without permission from the holder of the Pandanwangi Cianjur brand of rice rights can be held legally responsible.

4. CONCLUSION

Cianjur Pandanwangi rice is a product that characterizes local wisdom that has special characters and characteristics that are different from rice in general. So that even this Cianjur Pandanwangi rice has received recognition from the Government through the provision of a GI Certificate as superior rice with a delicious, fluffier taste character and a typical pandan aroma. However, the acquisition of a GI certificate by the Pandanwangi Cianjur Rice Conservation Society (MP3C) has not been able to contribute optimally to improving the welfare of the community and local people, because the local government has not maximally provided assistance, guidance and supervision to the existence of Cianjur Pandanwangi Rice as part of the economic potential and regional culture.

The acquisition of rights to geographical indications is a collective right, so efforts to provide protection and guidance must also be collective. Likewise, the benefits received are also collective benefits, both economic benefits and local cultural values. Therefore, the local government's steps to anticipate all problems related to the existence of Pandanwangi rice in Cianjur, of course, embrace all components, including academic classes from campus to provide assistance and guidance to the community so that they can maintain it by itself. economic and socio-cultural values that characterize the values and crocodiles of the Cianjur people.

The concrete steps that need to be taken collectively so that the existence of Pandanwangi rice in Cianjur is maintained is that there is no need to issue a policy through a formal regional regulation to regulate the boundaries of arable rice fields planted with superior seeds that produce Pandanwangi rice, so that they are annexed or used for other activities. Then regulate the rights of managers as well as distribution and supervision of various speculations by illegally exploiting the existence of pandanwangi rice which is the pride of the Cianjur people.

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