ABSTRACT : Norms or rules are a code of conduct for human life including legal norms that are strict and direct sanctions. One of the legal products made by legislative drafters is regeling, for example laws that are made, discussed, and agreed upon between the President and the House of Representatives. Legislation must be made to have a purpose. This has the understanding that a statutory regulation is a joint goal between the Government and the people represented by the House of Representatives. Another aspect is that regulations are expected to be effective. In connection with norms in the constitution referred to as the rule of law, this means that all forms of community and government behavior must be in accordance with and must not violate the laws and regulations. One of the rule of law in Indonesia is that the actions of the government must be in accordance with the laws and regulations. If we look at research in villages in Sekaran Subdistrict, there are resources and potentials at a local scale that can be increased to increase village empowerment and economy. On the other side, there are laws and regulations related to this matter. This happens due to lack of socialization related to the regulation (village and intellectual property rights) so that the implementation cannot be carried out optimally. So the socialization of a regulation so as to increase the realization of the purpose of the regulation is made important. This research uses descriptive analytical method.

Keywords: Socialization; Legal Drafting; Village; Intellectual Property Rights; Legal Protection.

INTRODUCTION

Norms in society can be interpreted as a way of life or guidelines for behaving in humans in living side by side with other humans. This is when seen norms have limitations on human behavior so that humans do not do things that are not desired. Besides that, seen from the source of norms, norms can also originate from solutions to problems found in society and even norms can arise from or arise from something that arises because it becomes the habit of a society that becomes boundaries related to the behavior patterns of relationships between one person and one person others in that community. This is also recognized by the community so that all they have to do is apply it or pour it in a form or in a norm container for example regeling or beschikking.

In the concept of legal science in the formation of law in the science of legal drafting in particular legislative drafting in general there are several factors that affect the validity of law. The influencing factors are factors that measure the norm or a statutory regulation that applies well or not. For example, where a statutory regulation is obeyed by the community or the target party of a statutory regulation that is enforced. Therefore, the concept of legislative drafting
actually does not stop at the formation or making of laws and regulations. Actually the process of forming these laws and regulations continues to the stage of applying or implementing a legal norm/a legal provision. This can then be assessed that a provision or norm in the legislation is obeyed or not. When it is assessed that a norm or regulation is obeyed or not, this is where the effectiveness of a regulation arises. In addition, the formation of laws and regulations also has a goal that is the will of the government and the community. Therefore, in the formation of laws and regulations a stage of socialization is needed. This stage of socialization is an important stage in the preparation of a statutory regulation. Because this stage is a place to look for aspirations which are the aspirations of the people and the aspirations of the government so that a legislation that has been enacted or passed is a common goal. Located in the implementation stage that there is a desire to realize what is the purpose of a statute that was made. Related to this research, that objective is the existence of legal protection for an intellectual right. These intellectual rights include what constitutes an initiation or arises from the village community or initiation from the village itself in this case the village government. This will then be expected to improve the quality of the community or village community resources concerned.

The term intellectual property is a term that was coined in the nineteenth century.\(^1\) Intellectual property is generally referred to in Indonesian as Intellectual Property Rights. Intellectual property law experts usually try to describe the meaning of intellectual property by referring to subjects that are part of the intellectual property law regime, such as patents, copyrights, and brands rather than explaining the concept of intellectual property in a coherent manner.\(^2\) A better understanding of intellectual property will be obtained if it is first understood the concept of property law (law of property, vermogensrecht). Intellectual property rights when seen in their legal products or legislation governing intellectual property rights are not all regulated in separate provisions and formally mentioning them. There are several intellectual property rights regulations in which intellectual property arrangements or their legal products or laws and regulations are combined in one law. Intellectual property rights themselves can be divided into several types, namely copyright and industrial property rights. Industrial property rights are regrouped into brands, patents, industrial designs, integrated circuits, and plant varieties. For the classification of copyrights, patent trademarks have several more classifications. Arrangements relating to rights or fields are a protection of a work or potential arising from a subject.

In the field of constitutional law related to law, the village government has a new regime, namely a law regulating villages that have been formally separated from the formation or legal products of the local government laws. This village law specifically regulates the village where there are principles of independence of the village opada who can regulate and manage their own government. The village that can regulate and manage its own government is what we usually call autonomy but the autonomy that exists in this village is different from the autonomy referred to in regional government. The autonomy in this village is more of an independence. This is in accordance with what is intended in the formation of laws and regulations related to the village. It is also intended to improve the quality or empowerment of village communities and village income. Increasing the empowerment of village communities and village or village government can be done by exploring and increasing the potential or resources available in the village. Each village actually has its own potential. This potential can

be related to or influenced by environmental and cultural conditions. For example, the potential of coastal communities will be fulfilled by the potential resources from fishermen and fish due to the influence of social and geographical conditions. Then the business that will arise or the economy that arises is not far from the sea and water fields or like sea products and so forth. This potential can actually be developed by providing several motivating factors to increase creativity and productivity. One example of a motivating factor is the need for the role of the government which is considered to be more knowledgeable, especially related to strategic policies, of course the one who knows and understands better is the government. Matters related to driving factors such as policies that support the community with its resources. This can be applied with socialization related to knowledge in the field of livelihoods, economy and resources that have the potential to improve the quality of the resources of the village community concerned. As in this study in villages in the Sekaran subdistrict of Lamongan Regency there are several village potentials such as fishponds, agricultural products and so on, for example from fishery products there are smoked fish and so forth. As long as the product is enjoyed by the local community. This will further improve the economy if the product is marketed outside the village community locally. Besides that, the application of several intellectual property rights concepts such as brand, trade secret and so on will certainly increase the empowerment of the village and village community (as well as the village government, in this case village income) concerned. This application can also improve the economic quality of the surrounding community. This is an embodiment of the application of the so-called norms or provisions in the laws and regulations that apply in this case of course legislation relating to intellectual property rights. It’s just that here after being examined there are a number of issues that become obstacles to the implementation or application of a norm or statutory provisions that is lack of socialization related to the laws or regulations that apply so that people do not understand or do not know about the laws or regulations related to the ability of a product to be given intellectual property rights that can improve the economy so that there is a lack of application of that provision to the community concerned. Therefore this can make one of the factors above the law is not applied by the community.

Knowledge of community law is important in the effectiveness of the realization of a legal objective to be achieved by legislation and is the goal desired by the legislators. This understanding as discussed earlier that the nature of the existence of a statutory regulation is a shared goal between the government and the community. This common goal can be seen from the process of establishing legislation, namely discussion between the government (in this case the President) and the House of Representatives. The House of Representatives is a vehicle for the aspirations of the people. So in the preparation of the legislation itself there is a socialization to the public related to the text that will be used as a statutory regulation that will be effective later. This is done to gather the problems that are in the community and solutions to an issue as outlined in the form of aspirations. This means or has the meaning that a process of forming legislation is related to the community, in addition to the formation of the role of the community also occurs in the process when the type of legislation is passed and enforced. The point is that a legislation that has been passed is said to be effective if it is obeyed by the community or things that are the target of the enactment of a regulation or regulation. The process to be able to be obeyed in a provision in the laws and regulations is necessary for the public to understand what is the interpretation of a provision. This is intended, of course, so that a community can understand and understand what is meant by the provisions of the legislation so that the community understands so that they understand and obey the provisions in the legislation that have been passed earlier. The existence of the process will then be expected that a provision in the laws and regulations will be obeyed and in the end the purpose of the
Socialization related to legal protection of intellectual property rights to the community is important to realize the objectives of the legislative drafting. Legal protection related to intellectual property rights is important so that there is no loss of intellectual property so that legal protection is needed. The existence of socialization related to the legal protection of intellectual property rights to the community is expected to have protection of existing intellectual property in the community in order to reduce the level of loss suffered by intellectual property owners. Enhancing legal protection for the community can be done if the public understands that it is related to the provisions of the legislation regarding the protection of intellectual property rights. If an understanding of the legal protection of intellectual property rights is understood and carried out, this can increase community empowerment, for example the economic level. In addition, it can increase the enthusiasm of the community or village for creativity or ideas because they feel safe because there is legal protection. Whereas in villages in Sekaran Subdistrict, Lamongan Regency, especially the village government, they do not yet understand the legal protection of intellectual property rights. Therefore, it is important for the socialization related to the protection of intellectual property rights by related parties so that what is the goal of forming legislation can be achieved. So researchers are interested in examining the socialization of the urgency of legal protection of intellectual property rights for villages in legislative drafting purposes.

PROBLEM
The background of this discussion can be drawn the problem of socialization urgency of legal protection of intellectual property rights for villages in legislative drafting purpose.

RESEARCH METHODS
The method used in this research is to use descriptive analytical methods. This research is also part of the analysis of the results of empirical juridical research related to village-owned enterprises in villages in Sekaran sub-district, Lamongan regency.

DISCUSSION
The discussion in this study can begin with regard to research related to the sub-national administrative law of village governance related to Village-Owned Enterprises. This is where the increase in empowerment of rural communities related to village governance can be done by increasing village community income and increasing village income. It should be noted according to Mashuri Maschab, that when discussing related to villages in Indonesia, it will at least lead to three kinds of interpretations or understandings, namely related to the economic sense that the village as a community environment that seeks to meet the daily needs of life provided by nature surrounding. This economic improvement can be related to or increased empowerment and the economy of the village can be done with the related policies related to improving the quality of the community and village government. Increasing community and government empowerment can be done with legal protection related to intellectual property rights. This is so that it can protect the product or intellectual property that exists in the village community. The intention is that the village government is part of the government of the Republic of Indonesia which has the duties and authorities that have been determined based on laws and regulations. One of the tasks of the village government is to foster village

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communities. The village government in carrying out its duties and functions must be in accordance with statutory regulations because the consequences of the state of Indonesia is a state of law. In addition, the village government in carrying out its duties and functions is certainly related to the village community. This is part of the elements to carry out their duties and functions such as fostering rural communities to improve the economy of the village community and the village or village government themselves. In addition to the principles of legality and community, of course, when viewed in terms of potential, each village must have different and diverse resources and potentials. These diverse resources and potentials can be utilized to improve the quality and economy of rural communities and village governments. This of course requires knowledge related to that potential so that the potential can be utilized. Regarding knowledge for the village community, this right can be exercised by the village government. The village government is the executor of the village administration, of course, better understanding the policies and provisions of the relevant laws and regulations. For example, in developing rural community resources to achieve an economic improvement through legal protection of intellectual property. When the village community or village government has the results or products from the results of potential excavation can be protected. When protection has been taken, the enthusiasm for creating and the courage for broader marketing will be understood by the public. This can then be a factor to support increased resources and the economy of rural and rural communities. This can also be implemented through Village-Owned Enterprises to support the improvement of village resources and economy. As a result, when all can be done and running well, the objectives of the legislation can be achieved. This achievement means that the government, especially the village government, has carried out what was ordered by the legislation in accordance with the principles of the rule of law. Before discussing the subject matter, it is of course necessary to examine the establishment of a norm.

The rule of law in principle is that everything that is done by the government and the community must be in accordance with the applicable laws and regulations. In general, the concept of the rule of law is of various kinds. The concept of the rule of law contained in Indonesia occurs a dynamics of the concept of the rule of law before the constitutional changes, namely the 1945 Constitution of the Republic of Indonesia and after the amendment to the 1945 Constitution of the Republic of Indonesia. After the amendment to the constitution there are several changes related to the concept of the rule of law Indonesia. The legal state of Indonesia is referred to in Article 1 paragraph (3) of the constitution after the amendment, namely the 1945 Constitution of the Republic of Indonesia which states that the state of Indonesia is a state of law. Furthermore, the explanation related to Article 1 paragraph (3) does not provide further explanation as to what is meant by the rule of law in this provision. This is different from the rule of law in the provisions of the Constitution before the amendment that refers to the rule of law namely rechtstaat. This has juristic consequences that the rule of law referred to in the provisions after the amendment is the rule of law which is broader or even has its own characteristics in accordance with the characteristics of the rule of law in Indonesia. However, because historically there are provisions that refer to the rechtstaat law state, indirectly, Indonesia has a tendency towards the character of the rule of law in civil law or Continental Europe, although there are other characteristics as selakin civil law.

The making of legislation is one of the characteristics of the rechtstaat statutory state. This can be known according to Friedrich Julius Stahl that the elements of the first rechtstaat, protection of human rights, secondly, the separation or distribution of powers to guarantee those rights, third, the government based on statutory regulations, and fourth, administrative justice in
disputes. The visible characteristic is the third characteristic, namely the government based on laws and regulations. The drafting of this law is carried out by legal drafter in particular the legislative drafter. In theory, legal products that can be produced by the government include regeling and beschikking. One example of regeling which is a legal product is legislation. The State of Indonesia has a system or concept of laws and regulations in which the formation of laws and regulations is regulated in Law of the Republic of Indonesia Number 12 of 2011 concerning Formation of Laws and Regulations. Referring to the Law of the Republic of Indonesia Number 12 of 2011 concerning Formation of Legislation in Article 7 paragraph (1) there is a type and hierarchy of legislation and in letter c there is Law / Government Regulation in lieu of Law. The law if according to the constitution after the amendment, namely the 1945 Constitution of the Republic of Indonesia that the legal product of the law for its formation is carried out by the President and Vice President. For example, in Article 5 paragraph (1) of the 1945 Constitution of the Republic of Indonesia in which the President can propose a draft law then the draft law is discussed together with the People's Legislative Assembly which can be seen in Article 20 of the 1945 Constitution of the Republic of Indonesia This means that in the formulation or formation of a law there is an agreement from the People's Legislative Assembly, which is essentially a representative of the community. Also in the discussion even when in the design and so forth there are stages related to community participation, namely to the community which then there is a process of gathering aspirations from the community. This has the meaning that the formation of laws and regulations has a purpose and then these laws and regulations are discussed and agreed in agreement means the purpose of forming legislation or goals that arise or that is intended is the goal of two parties, namely the government and the community. Besides that, between one legislation and another there should be a harmonization of laws so that they do not overlap so that the implementation of the laws and regulations can run well and correctly. It is then expected that what is the goal of forming the legislation can be achieved.

For this reason, we see examples of examples, for example, the laws and regulations concerning villages and the laws relating to intellectual property rights. If you look at Article 26 paragraph (1) of the Law of the Republic of Indonesia No. 6 of 2016 concerning Villages whose task is to administer the Village Administration, the Village Head is responsible for carrying out village development, village community development, and empowerment of village communities. This means that the tasks of the village administration are carried out by the village head as part of the village government. Furthermore, it is seen in Article 26 of the Republic of Indonesia Law No. 6 of 2014 concerning Villages in paragraph (2) in carrying out their duties, namely organizing village government, the Village Head has the authority including in letter h Article 26 of the Republic of Indonesia Law No. 6 of 2014 concerning Villages namely fostering and improving the village economy and integrating it to achieve a productive scale economy for the greatest prosperity of the village community and in letter i Article 26 of the Republic of Indonesia Law No. 6 of 2014 concerning Villages, namely developing sources of village income. This means understanding that the village head, who generally as a government is required to carry out the tasks of letter h and letter i Article 26 of the Republic of Indonesia Law No. 6 of 2014 concerning the Village. Therefore to carry it out naturally the need for participation from the community. On the other hand or in other aspects the community or village resources should have a potential that exists in the village or village community. Before going to the potential of the village we need to understand if seen from the provisions above there must be a legal objective to be achieved by the legislators in the

formation of the legislation earlier for the laws and regulations can be implemented properly. This means that related to the purpose of the law is made. Gustav Radbruch emphasized that law has a purpose, namely the existence of justice, the existence of benefits, and the existence of legal certainty besides the purpose of law is the existence of legal protection. When viewed from the concept of local government law and intellectual property rights, of course there are links that should be known by the village community and village government.

Legal protection can be applied in various aspects. For example, in Article 26 paragraph (1) letter h and letter i of the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages that can be applied to improve the economy and empower village communities by applying protection to the wealth that is in them. This will then be able to be a motivating factor for the community and village government to increase their creativity and potential. Referring to research in villages in Kecamantan Sekaran, Lamongan Regency, for example, which has diverse resources and potential. Management related to resources and potential has been done only this is done only at the local scale. The point is that it is known in the local aspects of villages or sub-districts where the potential can still be increased. For example, the village community and village government have the potential for example smoked fish, organic corn, rice and so on. In addition, there are village-owned enterprises which are the consequences of the Republic of Indonesia Law No. 6 of 2014 concerning Villages. Village-Owned Enterprises are village business institutions that are managed by the community and village government. This is the case with the Village Owned Enterprise which is or arises from the existence of Law of the Republic of Indonesia Number 6 of 2014 concerning the Village to be carried out to strengthen the village economy. This potential can be increased by applying related to the provisions in the legislation relating to the protection of intellectual property rights. For example, with the brand, trade secrets, and so forth. It's just that this can't be done yet. This means that the purpose of the statutory provisions related to Article 26 paragraph (1) letter h and letter i of the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages and laws relating to intellectual property rights cannot be implemented optimally. Intellectual property rights are divided into groups.7 The division regarding intellectual property rights is where intellectual property rights are divided into two, namely copyright and industrial property rights. Copyright is what is referred to as related rights or neighboring rights. In addition, industrial property rights are divided or classified into a number of rights, such as trademarks, patents, industrial designs, integrated circuits, plant varieties. Rights related to brands include unfair competition and application of origin or indication of origin or geographical indication. In relation to intellectual property rights of each classification there are respective laws and regulations so that the laws and regulations relating to intellectual property rights do not become a unit, but are formed separately. Therefore when wanting to apply the provisions relating to the laws and regulations regarding intellectual property rights a good understanding is needed. Whereas relating to regulations related to intellectual property rights are:

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Only related to knowledge in the field of intellectual property rights, namely the rural community is still lacking. Likewise with the village government there is still not enough knowledge related to intellectual property rights. Lack of knowledge in the village community and village government is due to the lack of socialization by the government related to intellectual property rights to the village government and village community. Even though knowledge assembled with intellectual property rights is very important or is one of the factors that can increase the empowerment and economy of rural communities while it can also increase village income. Even though the village government is a government that is part of the government of the State of Indonesia whose position is closest to the community when compared to the government at the center. This is of course the des government is very well aware of what is happening to the village for example related to village problems. For example, it is related to businesses owned by rural communities that do not yet have legal protection for intellectual property rights, and so on. This also means that the village government or what are the resources and potential of the village community and the village administration. There should be a minimum coordination of socialization from, for example, related to laws and regulations related to intellectual property rights so that the government at least knows about knowledge, which is related to the legal protection of intellectual property rights.

Socialization related to the legal protection of intellectual property rights is important so that the community and village government understand related to the intellectual property laws and regulations. This is done so that the purpose of the statutory provisions related to Article 26 paragraph (1) letter h and letter i of the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages and laws relating to intellectual property rights can be implemented optimally. If the village government and the village community truly understand the protection of intellectual property rights, then what is the objective related to Article 26 paragraph (1) letter h and letter i Law of the Republic of Indonesia Number 6 of 2014

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concerning Villages and laws relating to intellectual property rights can be implemented optimally. If the village government and the village community truly understand the protection of intellectual property rights, then what is the objective related to Article 26 paragraph (1) letter h and letter i Law of the Republic of Indonesia Number 6 of 2014 concerning Villages and related laws with intellectual property rights can be achieved optimally good and right. For example, with an understanding related to Article 26 paragraph (1) letter h and letter i of the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages and laws relating to intellectual property rights, it can be applied to the type of business. The village government as the government closest to the community can bridge the knowledge related to the legal protection of intellectual property rights. The village government can also provide coaching related to the legal protection of intellectual property rights for village communities. It is expected that the community can take advantage of opportunities for economic improvement, for example by registering trademarks and so on. This of course will add to the increase in creativity and the emergence of new ideas that add to the potential in the village. If you already understand the process associated with it, then businesses or products owned by the village community and village government can increase their competence in a wider domain not only on the local scale but can be done on a national or even international scale. This means that if so there will arise some new potential and new jobs and will certainly increase the empowerment of the village community and village government. If this can be implemented well, the economy of the village community and village government will increase, and this will certainly affect the income of the village. In legislation related to the village is possible related to the existence of Village-Owned Enterprises. If referring to the scope of the village formulation there are elements including:

a. Village is a legal community unit
b. Village has territorial boundaries. The village has the
c. Authority to regulate and manage the interests of local communities. Village
d. Authority is based on local origins and customs. Local
e. Customs are recognized and respected in the system. government of the Unitary Republic of Indonesia

In addition, if we see a difference between the Village-Owned Enterprises and commercial economic institutions in general, namely:

1. This business entity is owned by the village and managed jointly
2. Business capital is sourced from the village (51%) and from the community 49% through capital participation (shares or shares) The
3. Operationalization uses a business philosophy that is rooted in local wisdom
4. Business fields run based on the potential and results of market information
5. The benefits derived are intended to improve the welfare of members (capital supporters) and the community through village policies
6. Facilitated by the government, provincial government, district government, and village government The
7. Implementation of the operationalization is jointly controlled (village government, BPD (Village Consultative Body), and members)

The aforementioned matters related to Village Owned Enterprises can in fact increase community empowerment and economy village. This will certainly improve the progress of society and improve the welfare of rural communities. The presentation shows that the

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the importance of socialization to the community related to laws and regulations, especially related to village laws and regulations related to intellectual property rights. Regulations relating to Village-Owned Enterprises in the Law of the Republic of Indonesia Number 6 of 2014 concerning Villages and Government Regulation of the Republic of Indonesia Number 43 of 2014 concerning Regulations for the Implementation of Law Number 6 of 2014 concerning Villages namely in increasing the income of communities and villages namely The village government can establish a Village Owned Enterprise according to the needs and potential of the village.

Socialization related to legal products, namely laws and regulations, is important. This is because for the purpose of disseminating or announcing legal products related to the provisions or laws and regulations that are newly formed and approved or have been applied or issued by the legal product forming institutions, namely the legislative. The community can actually participate to carry out various activities related to the existence of a regulation that has just been ratified and disseminated. The types of activities that can be carried out by the community include workshops, seminars, discussions, counseling, and others related to these laws and regulations. Dissemination is carried out in such a way so that the existence or provision or understanding related to the laws and regulations that have just been passed is not only known or understood by the legislators or those whose activities are directly related to the laws or parties, directly with the process of forming these laws and regulations, but other than that the new laws and regulations will be known, understood and accepted and even obeyed by the public. Therefore, the socialization of laws and regulations is a form of community participation in the formation of legislation and is important in order to realize what is the purpose of forming these laws and regulations.

CONCLUSION
A statutory regulation that is a shared goal between the Government and the people represented by the House of Representatives. Another aspect is that regulations are expected to be effective. In connection with norms in the constitution referred to as the rule of law, this means that all forms of community and government behavior must be in accordance with and must not violate the laws and regulations. One of the rule of law in Indonesia is that the actions of the government must be in accordance with the laws and regulations. If we look at research in villages in Sekaran Subdistrict, there are resources and potentials at a local scale that can be increased to increase village empowerment and economy. On the other side, there are laws and regulations related to this matter. This happens due to lack of socialization related to the regulation (village and intellectual property rights) so that the implementation cannot be carried out optimally. Socialization related to legal products, namely laws and regulations, is important. This is because for the purpose of disseminating or announcing legal products related to the provisions or laws and regulations that are newly formed and approved or have been validated or issued by legal product forming institutions, namely the legislative. The community can actually participate to carry out various activities related to the existence of a regulation that has just been ratified and disseminated. The types of activities that can be carried out by the community include workshops, seminars, discussions, counseling, and others related to these laws and regulations. Dissemination is carried out in such a way so that the existence or provision or understanding related to the laws and regulations that have just been passed is not only known or understood by the legislators or those whose activities are directly related to the laws or parties. directly with the process of forming these laws and regulations, but other than that the new regulations will be known, understood and accepted and even obeyed by the public. Therefore, the socialization of laws and regulations is a form of community participation in the formation of laws and regulations and is important in order to
realize what is the purpose of forming laws and regulations in the formation of these laws and regulations.

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Adhitya Widya Kartika: Socialization Urgency of Legal Protection if Intellectual Property Rights ....
Adhitya Widya Kartika: *Socialization Urgency of Legal Protection if Intellectual Property Rights ....*


