

Legal Culture in Protecting Batik Motif Intellectual Property: Indonesia-Malaysia Small Business Comparison

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Abstract. *Batik, as a national creation, is not only owned by Indonesia but also Malaysia with its own characteristics, giving rise to the need to protect the intellectual property of batik motifs amidst the potential for its preservation. The purpose of this study is to determine and compare the legal culture of small business actors in protecting innovative intellectual property batik motifs in Malaysia and Indonesia. The research method uses a comparative study with data collection through field observations in international community service programs, focus group discussions, question and answer discussions with batik artisans, direct visits to the Selangor Craft Industry Malaysia, and interviews with small business actors at workshop locations. The main findings indicate that the legal culture in Selangor Malaysia and Indonesia tends to not register copyrighted works of batik motifs, hampered by economic factors. The conclusion of the study underscores the importance of intellectual property legal protection to prevent preservation, with the formation of a strong legal culture can increase innovation, competitiveness, and income opportunities through licensing.*

Keywords: *Batik Motifs, Intellectual Property Protection, Legal Culture, Small Business Actors, Preservation, Copyright, Innovation.*

1. Introduction

Legal culture is human behavior patterns, beliefs, values, thoughts and expectations towards the law and the legal system. Legal culture reflects society's attitudes and actions towards the law and the principles they adhere to. Cultural pluralism in the context of Indonesian society is a complex concept, because understanding of culture itself depends on various aspects of life in society. Theoretically, understanding culture is considered fundamental for understanding the behavior of members of society. Indonesian society is divided into various customary circles referred to as adat rechtskringens (Darmika, 2016). Culture or Civilization is that complex which includes knowledge, belief, art, morals law, customs, and any other capabilities and habits

acquired by man as a member of society (Nikitenko, 2020). Scientifically, legal culture examines the role and regulations of law in the social context of a community.

Intellectual property law governs protections for creative and innovative intellectual endeavors. Within copyright, which falls under intellectual property and is subject to temporal and territorial constraints, moral rights and economic rights are key elements (Octaviany, 2009; Latifa & Hasibuan, 2016). Moral rights in copyright remain perpetually tied to the creator, offering enduring legal safeguards even posthumously. In contrast, economic rights are time-bound, extending protection to the creator for 70 years following their death. The utilitarian doctrine posits that granting monopolies fosters innovation. Thus, any innovation framework should acknowledge exclusive entitlements to intellectual creations, incorporating equitable time and spatial boundaries while accounting for the economic benefits accrued by rights holders and owners (Lamping, 2023). Intellectual property such as brands is also important as a brand for the creative work of a product. As stated by Mahnken (2011) place brand identity involves social and spatial interactions between local institutions, individuals, and residents. Previous research has highlighted the importance of physical space and social connections in defining the concept of place, thereby characterizing place branding as fundamentally interconnected with space and social relationships (Agnew, 1994; Arikunto, 2010).

Recent research in intellectual property law has increasingly highlighted copyright issues in the AI era, where machine-generated works still require significant human intervention to be protected, while moral rights remain strong, protecting the creator's reputation even after death (Boisen et al., 2011; Sunaryo et al., 2025). From a utilitarian perspective, this theory is being re-examined in the context of innovation, particularly regarding whether intellectual property monopolies truly encourage creativity without excessive social costs, as in the case of AI and racial inequality in patents (Febriani et al., 2023; Karyono & Krismiarsi, 2023). Meanwhile, in place branding, new studies emphasize more inclusive social and spatial interactions, engaging local residents to build sustainable place identities, particularly in rural areas. Previous studies have discussed general intellectual property concepts, such as moral-economic rights, utilitarianism, and place branding, as well as comparing Western and European approaches. However, there has been no in-depth research specifically comparing the legal culture of small businesses in protecting innovative batik motifs between Indonesia and Malaysia, particularly in the context of cultural pluralism and the adaptation of international norms to local communal values (Nordin & Abu Bakar, 2012; Chong, 2012).

The concept of intellectual property originally originated and developed in Western countries. Developed countries, which act as producers or creators of IP, are more active in their use. The Intellectual Property System is used as a basis to support views regarding economic development, increased innovation and societal welfare. In an economic context, intellectual property is considered capable of contributing to a country's economic growth (Mariyam, 2018; Haikal et al., 2023; Lakoni et al., 2025). The data presented by Syafrinaldi reveals that exports from developing countries in the form of natural products and wealth can no longer be relied on. The percentage decline in exports reached 70% in 1900 and continued to decline until it reached 20% at the end of the 20th century. The fact that the percentage of exports is decreasing indicates that a country's ownership of natural resources is in fact unable to produce prosperity and prosperity for its population. Intellectual Property provides benefits in turning a country into a welfare state. With intellectual property, it can be seen that true prosperity

requires alternative efforts beyond dependence on natural resources to achieve the prosperity of a nation (Boldrin & Levine, 2002; Arkananta, 2023).

Understanding intellectual property apart from being an individual right, also as a communal and social right. The communal concept assumes that intellectual work is work belonging to the community, which has a social function for the public interest. In European countries, especially in France and Germany, the Personality Theory approach dominates the concept of Intellectual Property Rights protection, in contrast to America. In Europe, there is a strong emphasis on the personality theory approach which recognizes and strictly protects the Moral Rights of the creator of works. Creators have full rights to control the distribution of their work, including economic and moral rights (Boldrin & Levine, 2002; Wesnina et al., 2025).

What about the intellectual property system in Indonesia, the basic idea that underlies the protection of ownership and utilization of the Indonesian nation's intellectual property is communal and spiritual in nature which does not emphasize individual ownership of every work created or the results of findings that produce works or inventions that are beneficial to people as part of dharma. or worship (Roisah, 2012; Ayunda & Maneshakerti, 2021; Palar et al., 2023). The Indonesian property law system, which has ratified international provisions relating to the protection of intellectual property, cannot be denied as individual in nature, even though it is not an original concept for the Indonesian nation (Usman, 2020). Global economic developments underlie the importance of building a legal culture for small business actors in applying intellectual property to their products, to anticipate future disputes (Mustika, 2018; Krismiyarsi et al., 2024; Hartawan et al., 2024). The main legal issue analyzed is the differences in legal culture regarding the protection of intellectual property for small businesses, particularly innovative batik motifs, between Indonesia, which adheres to a communal-spiritual approach, and Malaysia, amidst the ratification of individualistic international provisions, and its impact on dispute prevention in the global economic era.

The purpose of this study is to find out and compare the legal culture of small business actors in protecting the intellectual property of products created as innovative batik motifs in Malaysia and Indonesia. Within a solid legal culture framework, companies are required to proactively monitor and enforce their intellectual property rights. These efforts may involve legal action in response to infringement or theft of the company's intellectual property rights.

2. Research Methods

This research uses a qualitative comparative study design to compare the legal culture of small business owners in protecting intellectual property in innovative batik motifs in Indonesia and Malaysia. Comparative studies aim to identify similarities and differences in objects, procedures, or ideas. This study uses a descriptive approach to analyze the factors causing the legal culture phenomenon with a focus on the causes and effects of the application of Intellectual Property Rights protection. Furthermore, this research applies a comparative legal approach to compare the intellectual property legal culture in Indonesia, which is communal-spiritual in nature, with Malaysia, which is influenced by individualistic international norms. A conceptual approach is also used to analyze the integration of local values within the global intellectual property legal framework, thereby enriching the discourse on legal cultural pluralism in the context of batik motif protection.

This research uses an inductive reasoning method, where field data is analyzed to identify patterns and characteristics of the legal culture of small business owners. Observations and interviews provide insights into how communal values and international norms influence intellectual property protection practices and their implications for dispute prevention. The laws focused on in the analysis are intellectual property regulations, specifically Law Number 28 of 2014 concerning Copyright in Indonesia and the Copyright Act 1987 in Malaysia. Furthermore, the research examines the application of trademark and industrial design laws relevant to the protection of innovative batik motifs, as well as how these regulations are adopted by small businesses in both countries. Data were obtained through field observations during an international community service program, focus group discussions, and Q&A sessions with batik artisans in Indonesia and Malaysia. The research also involved in-depth interviews with small business owners at the Selangor Malaysian Craft Industry Workshop. Direct visits to the batik craft industry in Selangor were conducted to understand intellectual property protection practices in context.

3. Results and Discussion

3.1. The Theoretical Framework of Copyright Protection from an Indonesian and Malaysian Perspective

Intellectual Property Rights, known as 'Intellectueel Eigendom' in Dutch (Sophar Maru Hutagalung), refer to legal protections for intangible assets arising from human intellectual efforts in fields like technology, science, art, and literature. These rights, often called 'Intellectual Property,' encompass material claims over creations of the mind, granting economic value to innovative ideas. Intellectual Property Rights is divided into two main categories: industrial property and copyright. Industrial property includes patents, trademarks, plant varieties, trade secrets, industrial designs, and integrated circuit layouts. Copyright covers science, arts, and literature. Key elements of Intellectual Property Rights include: (a) exclusive legal rights; (b) connection to intellectual endeavors; and (c) inherent economic worth (Akbar et al., 2010).

Fundamentally, the legal protection of Intellectual Property Rights seeks to safeguard creators. Over time, this evolved into a legal framework known as Intellectual Property Rights. Since the late 19th century, nations have demonstrated formal interest in collaborating on Intellectual Property Rights matters. The majority of these related agreements are quantitative in nature. Regarding the protection of Industrial Property Rights and other regulations regarding copyright. The entity responsible for managing this is World Intellectual Property Organization (WIPO) (Soenandar, 1996). Copyright is a special right for creators and recipients of rights to publish or reproduce their creations or give permission to do so without prejudice to restrictions according to applicable laws and regulations. Copyright regulations in Indonesia are regulated in Law Number 28 of 2014 concerning Copyright (Akbar et al., 2010; Mulyani et al., 2023).

This study aims to compare the legal cultures of small businesses in Malaysia and Indonesia regarding the protection of intellectual property for innovative batik motifs. In a robust legal framework, these actors must proactively monitor and enforce intellectual property rights through legal actions against infringements, ongoing team training on intellectual property laws, and strategic partnerships with government agencies, industry groups, and business allies. Theoretically, it enriches insights into intellectual property

legal culture by contrasting communal approaches in both countries against individualistic international norms, bridging cultural pluralism with global intellectual property law. Practically, it offers guidance for small enterprises to bolster protection via training, enforcement, and collaborations, thereby reducing disputes, enhancing awareness, fostering sustainable batik innovation, and boosting economic competitiveness (Kilanta, 2017).

In Selangor, Malaysia, the intellectual property legal framework is rooted in the British system. Copyright protection in Malaysia does not require registration; however, copyright holders can file a Voluntary Notice of Copyright with MyIPO. Copyright grants creator exclusive rights for a specified duration to control the use of their works, governed by Malaysia's Copyright Act of 1987 (Desmayanti, 2013). Official certification of registered copyright can serve as *prima facie* evidence of the details of registered copyright and is admissible in all courts. However, at the Incubator/training center for hand craftsmen using batik motifs, most of them have not registered their creative works, conditions like this are found when conducting direct observations in the field. This information was conveyed by those who make batik craftsmen in Selangor, Malaysia. The innovation in the batik motifs they create of course also has economic rights attached to them. The results of the innovation in batik motifs that are created are also characteristic markers that mark the identity of a particular product. With the existence of economic rights and moral rights attached to intellectual property, the importance of protecting intellectual property becomes very significant.

This protection is valid for the period specified in the registration certificate in accordance with the relevant Intellectual Property Rights. The benefits that can be obtained from Intellectual Property Rights protection include permit requirements for other parties who wish to take economic benefits from an owner's Intellectual Property Rights. In this case, permission from the owner is required. On the other hand, use, counterfeiting, imitation or taking of Intellectual Property Rights without permission is classified as a violation of the law. Therefore, registering Intellectual Property Rights is an important step. This provides a strong legal basis for enforcing owner rights, preventing unauthorized use, and protecting the economic and moral values contained in intellectual property. As per the Indonesian legal system, intellectual property is an exclusive right which includes the areas of copyright, trademarks, patents, trade secrets, industrial layout designs. Differences in ways of thinking regarding small business actors in applying intellectual property to their products are influenced by local culture. Recognition of the existence of Intellectual Property Rights can basically be done through two methods, namely (1) Rights Acknowledgment, and (2) Rights Registration. Recognition of rights applies to Intellectual Property Rights which is automatically recognized and protected from the moment the work is completed. This category includes copyright and trade secret protection. Meanwhile, confirmation through rights registration requires a registration process or application submission which is accompanied by various technical and administrative requirements. This process provides legal certainty and continued protection for Intellectual Property Rights owners, ensuring that these rights are officially recognized and protected in accordance with applicable regulations (Hasanah et al., 2025).

Registration is a process in which each Intellectual Property Right is checked and recorded by the registration official in a register book based on a request from the owner. The aim of this process is to obtain certainty of ownership status and legal protection

for the Intellectual Property Rights. An Intellectual Property Rights certificate is provided as proof of the registration process. The Intellectual Property Rights registration process provides official recognition of ownership and provides clear legal protection. However, for copyright, registration is not required because copyright can be obtained through recognition of rights. Registered works will receive legal certainty and direct legal protection. Unregistered works remain protected as long as the creator can substantiate their ownership in case of disputes over claims by others. Batik motifs, as a form of creative work, are eligible for copyright protection, as stipulated in Article 40 of Law Number 28 of 2014 on Copyright (Munawar & Effendy, 2016; Sakul, 2020). The batik artwork covered by the Copyright Law refers to innovative, contemporary batik motifs, distinct from traditional ones. Copyright protection for such contemporary batik art extends throughout the creator's lifetime plus an additional 70 years after their death. Razilu, Acting Director General of Intellectual Property, stated that although copyright protection is declarative, meaning a work is automatically protected upon publication, to strengthen copyright protection, artists and creative individuals need to register their works with the Director General of Intellectual Property. This is useful for strengthening proof of ownership in the event of a dispute.

Razilu also mentioned several advantages in registering copyright, including making it easier to prove the work you own if there is a dispute in court; Information on creations and related rights products that are registered will be included in the director general of intellectual property database; and provide a sense of security for copyright owners. From a copyright perspective, duplication of batik motifs produced by printing and not by stamping, writing, or a combination of both for economic purposes without permission from the copyright holder, namely Yohanes Walilo, constitutes piracy. Piracy involves the unauthorized copying of works or related rights products and distributing these duplicates for economic gain, as defined in Article 1, Number 23 of the Copyright Law.

From the results of this study, the main legal theory that forms the basis of the argument in this study is the automatic copyright doctrine based on the Berne Convention, which provides direct protection without formal registration, as implemented in the Copyright Act 1987 in Malaysia. This doctrine is supported by the theory of utilitarianism, which emphasizes limited monopolies to encourage innovation and public welfare, while also integrating the personality theory approach that protects the moral rights of creators inherently. In the context of the Indonesia-Malaysia comparison, this theory becomes the foundation for analyzing differences in legal culture in the protection of intellectual property of batik motifs, where voluntary registration provides *prima facie* evidence, facilitates the enforcement of rights and the prevention of disputes amid cultural pluralism.

3.2. Comparison of Intellectual Property Rights Protection Systems and Procedures in Indonesia and Malaysia

In Malaysia, the Copyright Act of 1987 governs copyright protection. While formal registration is not required due to automatic protection under the Berne Convention, authors can enhance protection by notifying MyIPO and submitting a copy of their work that meets copyright criteria. In this way, accurate documentation can be prepared as proof of copyright ownership. In Malaysia, copyright owners enjoy protection under the Copyright Act 1987, which empowers them to seek damages in cases of infringement. In Malaysia, the Copyright Act 1987 enables copyright owners to seek damages for

infringement. Although copyright is automatically granted without a formal registration system, Article 42 of the Act allows owners to create a Statutory Declaration as supporting evidence or file a Voluntary Notification and deposit their work with MyIPO. Services are offered to assist clients in preparing Statutory Declarations to enhance copyright protection. Additional services include compiling evidence of copyright infringement, researching copyright law, providing anti-piracy guidance, and offering litigation support for copyright-related issues (Noor et al., 2024).

The documents needed for Copyright Registration in Malaysia are required for all applicants, irrespective of nationality (Abdul Ghani Azmi, 2009). Applicants must provide a copy of the work in material form, which may be submitted in the form of paper, CD/DVD, external hard disk, flash drive, or sim card. In addition, they must include a copy of the respective company incorporation form if the applicant is a company, or a copy of the identity card (passport for international applicants) if the applicant is an individual. A copy of the author's identity card or passport is also required. Meanwhile, in Indonesia, the requirements for applying for Intellectual Property Rights are more extensive. Applicants must prepare a copyright application letter accompanied by an agreement letter and proof of transfer of rights. They are also required to submit a photocopy of the creation registration letter, an ID card, and a power of attorney if the application is filed through a representative. If the applicant is a legal entity, a company deed must also be attached along with other supporting documents deemed necessary by the authority.

Comparing the requirements for filing intellectual property rights in Malaysia and Indonesia reveals differences in administrative processes. Malaysia has simpler and fewer requirements, with copyright protection granted automatically without mandatory registration. However, copyright owners can file a Voluntary Notice of Copyright with MyIPO, and official certification of registered copyright serves as *prima facie* evidence, admissible in all Malaysian courts. In contrast, Indonesia requires more supporting documents for intellectual property registration.

3.3. Legal Culture of Small Business Actors and the Challenges of Protecting Batik Motifs

In Malaysia, Geographical Indications are safeguarded under the Geographical Indications Act 2000. Registration of GIs is optional, and protection is granted regardless of registration status. However, a registered GI deed serves as *prima facie* evidence of the stated facts and the registration's validity. Registered GIs are protected for ten years from the application date, with the option to renew every ten years. Essentially, intellectual property rights are rights that arise from intellectual activity, creativity, reason and human intelligence that express ideas or concepts about something. Therefore, the rights arising from this process are immaterial and can be recognized by human reason. Therefore, it can be said that Intellectual Property Rights is property rights to intangible objects in the form of information, science, technology, art, literature, skills, etc. that do not have a specific form.

The scope of Intellectual Property Rights protection, as established by the Uruguay Round Agreement Annex 1C on Multilateral Trade Negotiations, includes: a. Copyright and Related Rights; b. Trademarks; c. Geographical Indications; d. Industrial Designs; e. Patents; f. Layout Designs of Integrated Circuits; g. Protection of Undisclosed

Information (trade secrets); and h. Control of Anti-Competitive Practices in Contractual Licenses. The scope of IPR is extensive, encompassing various rights derived from human intellectual creations and continuously evolving in both quality and quantity, in line with advancements in human life and creativity.

Ownership of IPR is very important in the global market because it provides legal certainty and protects individuals from brand copying by other parties. The statement of Komaruddin Kadiya, a batik craftsman from the Trusmi Cirebon batik industry center, stated that there is a lot of copying of batik motifs by craftsmen from neighboring countries. In this case, patenting batik motifs is something that must be done immediately considering that patenting is a form of protection for intellectual property and regional characteristics. IPR is an important part of a country to ensure industrial and trade excellence, this can be seen from the economic growth of a country which depends a lot on the trade aspect (Djumhana & Djubakdillah, 1997).

With advancements in technology, copyright registration in Indonesia can now be conducted online through the e-Copyright application, a web-based system developed and managed by the Directorate General of Intellectual Property under the Ministry of Law and Human Rights. The registration process begins by accessing the official site e-hakkreatip.dgip.go.id and registering to obtain a username and password. After logging in with the provided username, applicants are required to upload the necessary documents and proceed with payment once the registration payment code is issued. Following this, the application enters the checking process, after which the approval or rejection of the registration will be determined. If approved, the certificate of registration can be directly downloaded and printed by the applicant. Advances in science and technology have opened the door for the realization of innovation, including among people in foreign countries, including in Malaysia and Indonesia who have expertise in batik art. This innovation not only reflects their creativity, but also shows the superior quality and competitiveness of human resources in the region. The people of Tanjungbumi have manifested creative thinking in creating something with an innovative approach, while still preserving and highlighting the nation's cultural heritage through creating new batik motifs that still maintain cultural characteristics.

Direct observation activities to the community through international community service activities held at the craft/batik crafts Incubator in Selangor Malaysia by the Universitas 17 Agustus 1945 Semarang team, through focus group discussions in front of Malaysian batik motif craftspeople. The intellectual property legal system in Selangor Malaysia, the laws in Malaysia are based on the British system. Copyright is protected in Malaysia without any registration requirements; copyright owners can register their copyright by filing a Voluntary Notice of Copyright on MyIPO. Official certification of registered copyright can serve as prima facie evidence of the details of registered copyright and is admissible in all courts. However, at the Incubator/training center for hand craftsmen using batik motifs, most have not registered their creative works. In an FGD in front of small business actors who are members of the Malaysian Batik Crafts Craftsman Incubator, the Universitas 17 Agustus 1945 Semarang team provided an understanding of the importance of protecting creative works with batik motifs to anticipate conflicts. In this community service, the Team works to see the potential by exploring the culture or customs or habits of the community, especially small business actors making batik craftsmen at the Kraf Batik Selangor Malaysia Incubator (training). As per the Indonesian legal system, intellectual property is an exclusive right which includes the areas of

copyright, trademarks, patents, trade secrets, industrial layout designs. Differences in ways of thinking regarding small business actors in applying intellectual property to their products are influenced by local culture. Based on an interview with Reza in 2023, one of the batik artisans at the Batik Craft Incubator Center, Selangor, Malaysia, stated that business actors here generally have no desire to register their creations, works, creations based on batik motifs can be copied and sold by other parties. The reason why he did not register his creations was because of economic factors.

The batik motifs produced by these business actors vary from 9 regions in Selangor, namely printing, stamping and painting (interview with Suhaili, head of the Batik Craft Incubator Center, 2023). On average every month batik craftsmen at the Selangor Batik Craft Incubator Center can produce 20-30 creative works of batik motifs, both stamped, printed and painted motifs (Ibrahim, 2022). The legal system in Indonesia protects intellectual property in the field of copyright for batik artistic works or other artistic motifs as regulated in Article 40 letter j of Law Number 28 of 2014 concerning Copyright, which includes, among other things, creative works of batik or batik motifs (Mastur & Khotimah, 2019). According to the intellectual property legal system, batik copyrighted works or batik motifs are automatically given legal protection, however, to anticipate the emergence of disputes in the future, registration of batik motif copyright is very important. To address the low awareness and registration of batik motif copyrights among small-scale artisans in Indonesia and Malaysia, this study proposes new regulations in the form of a joint subsidy program through bilateral cooperation, such as an integrated digital platform that simplifies the registration process with minimal or no fees for MSMEs. This could strengthen existing norms such as Malaysia's Copyright Act 1987 and Indonesia's Copyright Law, by adding mandatory education and free legal assistance. As a result, artisans can more easily protect their works, reduce disputes, and encourage innovation without heavy economic burdens.

Malaysia is an alliance of parts, as it is known today, consisting of eleven peninsular states consisting of Malaya. The Malaysian legal system is modeled after the British legal system which practices parliamentary democracy and is ruled by a Constitutional Monarchy, with His Majesty the Yang di-Pertuan Agong ceremonially as Head of state. The Yang di-Pertuan Agong is elected by the Conference of Rulers for a five-year term from among the hereditary Rulers of the nine states in the Federation ruled by the Sultan. These states are Perlis, Kedah, Perak, Selangor, Negeri Sembilan, Johor, Pahang, Terengganu and Kelantan. In other states, namely Melaka, Pulau Pinang, Sabah and Sarawak, the Head of State is the Yang di-Pertua Negeri or Governor of the State. The Yang di-Pertua Negeri is appointed by the Yang di-Pertuan Agong for a term of four years. Intellectual Property Rights (IPR) safeguard intellectual creations through legal instruments such as patents, trademarks, copyrights, geographical indications, trade secrets, industrial designs, integrated circuit layout designs, and plant variety protection. The purpose of IPR protection is to establish legal frameworks governing the relationships among creators, designers, owners, users, and intermediaries, as well as the benefits derived from utilizing IPR within a specified timeframe.

4. Conclusion

The comparative analysis of legal culture in the protection of intellectual property, particularly innovative batik motifs, reveals significant differences between Indonesia and Malaysia. Indonesia tends to adopt a communal spiritual approach, where batik is

perceived as part of collective cultural heritage, and thus artisans often regard their creations as belonging to the wider community rather than as individual intellectual property. This perception, combined with economic limitations, discourages many small businesses from registering their batik motifs under copyright law. In contrast, Malaysia demonstrates a more individualistic orientation, aligned with international intellectual property norms, which emphasizes the registration of works as a means of securing personal ownership and commercial benefit. Nevertheless, similar economic constraints also hinder many Malaysian artisans from formally registering their creations.

These differences in legal culture have important implications in the era of global economy. For Indonesia, the communal perspective risks leaving traditional motifs unprotected, making them vulnerable to appropriation by external parties, which could lead to disputes over originality and ownership. For Malaysia, while the individualistic approach provides stronger alignment with global frameworks, low awareness and limited resources among small businesses still create protection gaps. To prevent future conflicts, both countries need to strengthen legal culture by increasing awareness, reducing registration costs, and providing institutional support for artisans. A stronger legal culture not only enhances innovation and competitiveness but also contributes to safeguarding cultural heritage, ensuring that batik remains a valuable economic and cultural asset in the face of global competition.

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