ABSTRACT

The registration of Toraja arabica coffee as a brand by Key Coffee, Japan, and the counterfeiting of Toraja arabica coffee are important issues for the Indonesian coffee market. The two issues will be analyzed further by using a qualitative method based on primary and secondary data. This research will describe and analyze Government of Indonesia’s efforts, specifically referring to Directorate General of Intellectual Property Rights, District Government, and also Forestry and Plantation Department of Tana Toraja and South Toraja, without neglecting the role of concerned groups such as Geographical Indication Protection Society (MPIG) Toraja Arabica Coffee, LSM Jalesa, and the producers in pursuing geographical indication protection of Toraja arabica coffee. The result of this research shows that there are several measures that have been taken by the government which include: protection to obtain official recognition in national legal framework; enhancing awareness and social knowledge about geographical indication; empowering Toraja coffee farmers; and also efforts in cost, checking, controlling Toraja arabica coffee descent. It is also found in the research that there are obstacles in this process, such as in law aspect, lack of knowledge and awareness of involved actors, economic and administration problems, also economic problem and socio-cultural problem.

Key Words: Toraja Arabica Coffee, Geographical Indication.